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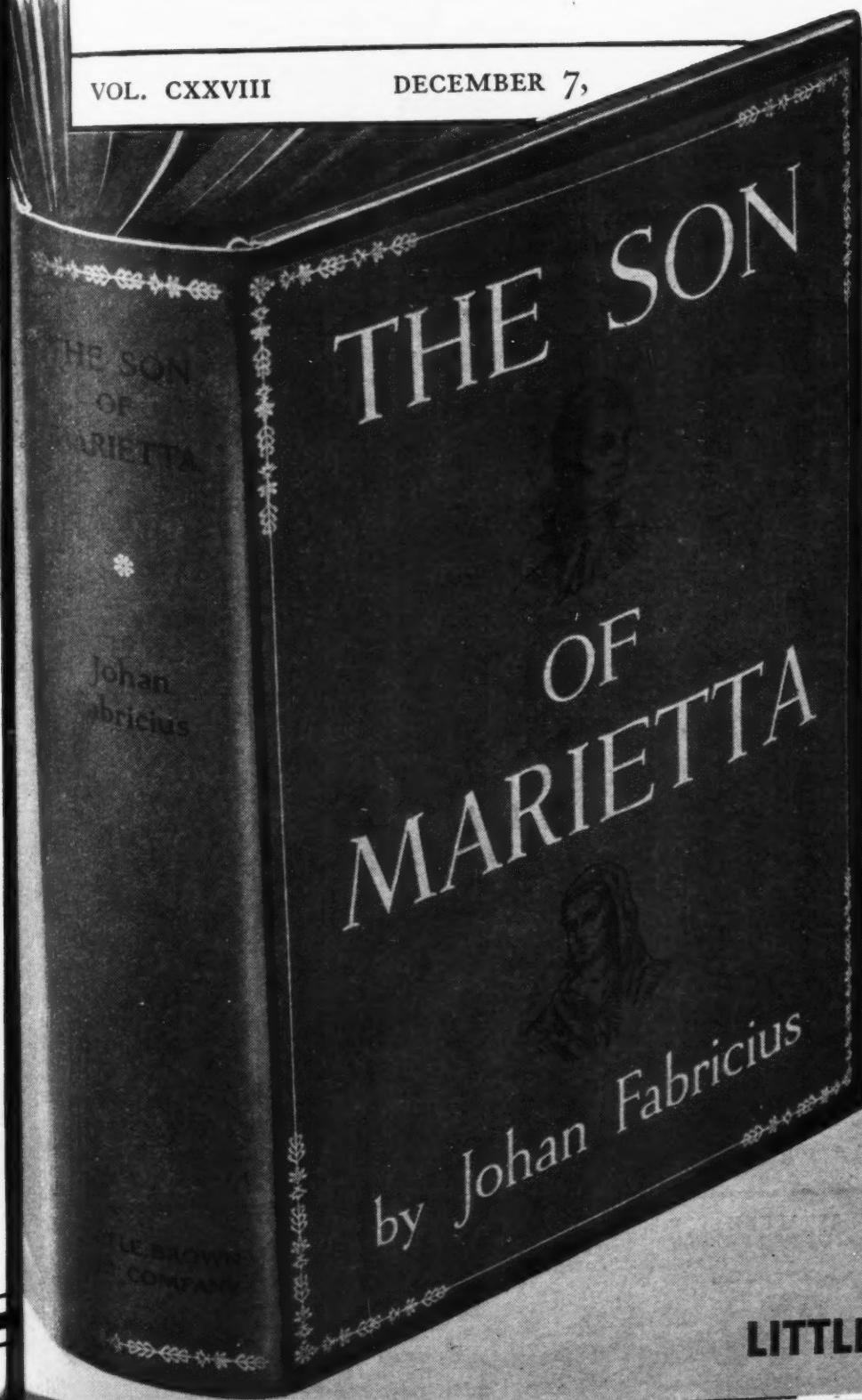
*The American Book Trade Journal*

VOL. CXXVIII

DECEMBER 7,

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NO. 23



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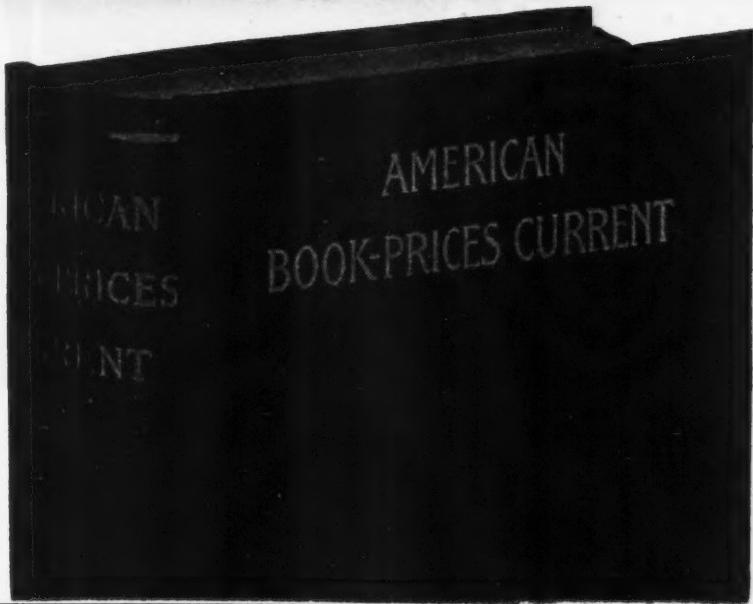
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# THE PUBLISHERS' WEEKLY

## THE AMERICAN BOOKTRADE JOURNAL

DECEMBER 7, 1935

## Court of Appeals Hears Fair Trade Case

*Doubleday, Doran and Seeck & Kade Appeal Decisions of Justice Close*

TESTS OF THE CONSTITUTIONALITY of New York State's Fair Trade Act took a further step this week when Doubleday, Doran's appeal from the decision of Justice Close of the State Supreme Court was heard by the New York State Court of Appeals in Albany on Monday, December 2nd. At the same time the court heard the appeal of Seeck & Kade, manufacturers of "Pertussin," who had likewise received an adverse decision from Justice Close. The judges made no decision and gave both sides a week in which to file reply briefs. Besides the briefs on behalf of the Appellants and Respondents the courts received a number of briefs from interested parties as *amici curiae*, including the American Booksellers Association, the New York State Pharmaceutical Association, Inc., and National Association of Chain Drug Stores, and others.

When Court convened on Monday afternoon, the attorneys' tables and most of the spectators' seats were filled, evidencing the legal interest in the case.

Since the Doubleday appeal and the Seeck & Kade appeal both hinged on the same question, the constitutionality of the Fair Trade Law, Chief Judge Crane announced that he would hear both cases together. Morris Ernst, attorney for Doubleday, presented the first argument. He was followed by Mark Eisner, attorney for Seeck & Kade. The arguments of the respondents, R. H. Macy & Co. and R. Tomshinsky, trading as the Webster Cut Rate Stores, Inc., were then presented by their attorneys, Leon Lauterstein and Jay Leo Rothschild, respectively.

Mr. Ernst, after outlining the nature of the case, presented the argument for the constitutionality of the Fair Trade Law from

two distinct angles, the economic and the legal. His arguments from the economic side are to be found in the excerpt from his brief reprinted on page 2066 of this issue. From the legal standpoint Mr. Ernst brought out that the principle of price maintenance has been recognized and approved by New York State and Federal Courts. He pointed out that the only effect of the Fair Trade Act is to give full protection to a legitimate business interest which has long been recognized but inadequately protected, and to make "meaningful" the method of protection. In approaching this point Mr. Ernst brought out that the statute does not sanction horizontal price-fixing, that it prescribes no price fixing by government agencies, that it makes no action criminal and that it does not prescribe a method by which any commodity is to be marketed. He particularly stressed the point that the statute offers "full protection against hardship in every case by reason of the fact that under the Act one who elects to cut prices may dispose of his stock for the purpose of discontinuing his handling of the goods of the price-maintaining producer, without being affected by the terms of any contract which that producer has made."

Mr. Ernst argued that the New York law already recognizes the maintenance of uniform prices by contract, and that Section 1 of the Fair Trade Law is simply declaratory of the previous law. "The Legislature has, however, sought to give value to contracts entered into pursuant to Section 1, by providing in Section 2 a remedy against those who sell for less than the stipulated price. In this remedy lies the sole change which the statute has introduced. Sections 1 and 2 stand together; they form one logical, co-

ordinate whole. Section 2 fortifies and buttresses Section 1; without it Section 1 is stripped of its economic effectiveness. The two sections together yield the same result as the already sanctioned agency method, but with an assurance of wider competition, less cost and hence lower prices to the consumer." Mr. Ernst pointed out that through the agency method, large corporations like General Electric and the Ford Motor Company were able legally to secure complete price maintenance, and argued that this law simply makes available the same protection to the smaller manufacturer.

Another point stressed by Mr. Ernst was that the validity of the Fair Trade Act is established by authorities directly in point. On at least four occasions, he said, the United States Supreme Court has, by implication, invited the enactment of such legislation. In the Dr. Miles Medical Co. case, the American Graphophone case, Bobbs-Merrill v. Straus and Bauer v. O'Donnell the Supreme Court said, in effect, that the parties pleading for price maintenance should look to their legislatures for help. He also referred to the fact that a New Jersey statute making it unlawful to depreciate the value of a branded article in the public mind by price inducement or other means had been found constitutional in a case in which Ingersoll & Brother, watch manufacturers, secured a permanent injunction against Hahne & Co. from selling Ingersoll watches at less than a specified price. He also pointed out that the California Fair Trade Act, essentially similar to the New York Act, had been upheld in 12 out of 14 decisions in the lower courts of California.

Mr. Ernst further argued that decisions of the New York Court of Appeals and of the United States Supreme Court have settled the fact that the due process clause of the Constitution, around which the Macy argument is constructed, does not protect people who engage in any business in a way that legislative authority considers hostile to the public welfare, nor does it safeguard the property interests of those who conduct their business in such a way.

Mr. Eisner in his argument began by stressing the fact that the Fair Trade Act does not fix prices, nor does it delegate any legislative power to fix prices.

"Recognizing predatory price-cutting as unfair competition," Mr. Eisner said, "which

may cause damage to trademark and trade brand good-will, Section 2 of the statute here under attack does nothing more than to give a cause of action to the owner or producer of a trademarked or branded article who can show—

"(a) That he has a price contract outstanding;

"(b) That a defendant with knowledge of such a contract wilfully and knowingly sells the commodity at less than the prices agreed upon in such a contract so that

"(c) Damage results to the owner or producer or to another party who is affected, such as the retailer having such contract.

"Without (c), (a) and (b) avail nothing.

"By conferring a cause of action for *actual damage to good-will sustained or proved* through price-cutting, the Legislature has *done no more, and has delegated no more, than it would in creating any other form of remedy for another kind of interference with good-will.*

"Reiterating what we have said that the Legislature has made no unlawful delegation because it has made no delegation at all, we further affirm that there is no price fixing whatsoever in the statute, unless a direct contract under Section 1 will be held by this Court to be illegal price fixing. Assuming that the Court will not so hold . . . we say further—

"(a) By the statute the Legislature fixes no prices and this eliminates for present consideration all of the cases on the constitutionality of legislative price fixing.

"(b) *The Legislature has delegated no power of price fixing.* It simply creates a cause of action which might well exist at common law against one who, knowing of the existence of an agreement protected by law, wilfully and knowingly *causes damage.* But the statute still gives to a third party—

"1. The right without let or hindrance to continue to sell and to cut the price, or even to give the goods away, if by so doing he does not damage the good-will of the trademark or trade brand owner; or

"2. The right to continue to sell below the price established in a contract even if damage results if, weighing the advantages and disadvantages, he believes it best suits his purpose to pay damages and still sell

below the price. While he might be stopped by injunction it by no means follows from the statute or in equity that an injunction will be granted.

"3. The right to sell the commodity in his possession at any price he may choose, or even give it away, if this is done for the purpose of closing out the line and the public is notified of that fact.

"Nowhere does the statute *forbid* or penalize selling below the contract price. As stated, it gives nothing but a right of action where damage ensues. The statute does not even give a right of injunction specifically. Injunctive relief is entirely *dehors* the statute and proceeds upon the recognized principles of equity jurisdiction when the wrong becomes '*actionable*'."

Mr. Eisner pointed out that the Fair Trade Act does not assume to regulate any business, but that at most it seeks to correct a trade practice, price cutting. The question is not, he said, whether the drug business or any other business is "affected with a public interest," but whether it is in the public interest to prevent a practice which may be found there.

Leon Lauterstein, attorney for R. H. Macy & Co., argued that the Fair Trade Law was a private price-fixing bill, that it violated the 14th Amendment of the Federal Constitution in depriving retailers of liberty and property without due process of law, and that it unconstitutionally delegated legislative power to private persons in violation of the New York State Constitution.

Mr. Lauterstein stressed the relation of the Doubleday, Doran publishing company to the Doubleday, Doran Book Shops and referred to attempts of the manufacturers to capture the retail market. He said that the cost of retail distribution often amounted to one-half the cost of the article to the consumer and said that this statute cuts off competition at retail, the very point where it should operate.

He argued that there was no support to Mr. Ernst's contention that the Supreme Court had pointed to the Legislatures as sources of remedy in this particular case, saying that in no case cited was the question of a contract between two parties being binding on a third party brought up.

In the brief filed on behalf of R. H. Macy Mr. Lauterstein held that the statute is a private price fixing bill because it gives the

manufacturer the power to fix the price at which another person may sell his own property, irrespective of any consent or agreement thereto by the owner of the property. He also held that the price may be fixed at the absolute discretion of the manufacturer for any reason or no reason, that no public body supervises the prices fixed, and that private persons are given unlimited and absolute discretion as to the enforcing of the fixed price. The brief further held that there is no requirement that a uniform price be fixed, that there is no requirement that the contract be in writing, that the statute is not a prohibition upon sales below cost, that it is not a prohibition of price-cutting with intent to injure or destroy a competitor and that the statute is not an emergency measure.

In reference to the due process clause, the brief argues that Section 2 of the Act is unconstitutional as depriving retailers of liberty and property without due process of law because the Legislature is without constitutional power to enact a general price fixing statute applicable to all commodities and all business, and because the challenged statute is arbitrary, discriminatory and irrelevant to any valid legislative purpose.

The brief says: "Stripped of all technicalities the case comes down to this: A man owns a book, a barrel of flour, a sack of coal, a jar of cold cream, or any other article. The article has been lawfully purchased for \$1. The article bears the producer's name or brand. The brand may have been in use only a week or only a day. It may not even be entitled to protection under the Trademark Law. The owner of the article has made no contract with anyone affecting the resale price of the article. He has induced no breach of contract. He has been guilty of no fraud. He seeks to sell the article at a price of his own choosing, say, \$1.98. He has a customer who needs the article and wishes to buy it at that price. The manufacturer and a competing retailer then step in and say to the owner of the article: 'We have made a contract, not with you but between ourselves, that articles bearing the manufacturer's brand or name shall not be sold below \$2.50 or whatever other price the manufacturer chooses to stipulate in a contract to which you are not a party. Although you own the article, the legislature has given to us the power to fix, in our discretion, the price below which you may not sell your

own property. It makes no difference that you lawfully own the property. It makes no difference that you paid the full price exacted by the producer who fixed that price for the branded article; or that after the purchase you had all the risks of ownership, resale, deterioration, theft, fire, storage, etc., and that neither the producer nor the competitor assumed any of these. It makes no difference that you can sell it at 98 per cent profit and that price is all that your customer can afford to pay. If you sell for less than \$2.50, or for even one cent less than any other price which the manufacturer chooses to stipulate in a contract to which you are not a party, you will be mulcted in damages or enjoined because the Legislature has given us the entire judicial and executive power of the state to enforce our will over that property which you bought. Our reason for fixing the price at \$2.50 is none of your business. Likewise, our reason for proceeding against you and not proceeding against some other retailer is none of your business, you will sell the property for which you paid full price for at least \$2.50 or you will not sell it at all!"

"This is what the statute does and was intended to do, notwithstanding the plaintiffs' attempts to put it in a more flattering light and to describe it in more unrealistic terms.

"What the statute actually *does* we submit is the vital thing to bear in mind in determining the question presented. Basic constitutional rights of liberty and property are realistic and substantial. They are not to be whittled away by metaphysical refinements or specious analogies."

Jay Leo Rothschild, attorney for the Tomshinsky stores in the "Pertussin" case, argued that the statute was unconstitutional and "arbitrary, discriminatory, indefinite and incapable of equal, fair and just administration, as well as an unwarranted delegation of the power of government to irresponsible individuals to be employed not to the public good, but to private advantage." In this case the question of interstate commerce is also included as the Tomshinsky stores purchased some of their supplies of "Pertussin," which they sold at lower than contract price, outside of the state.

## Economic Case for the Fair Trade Act

*From the Brief Submitted by Morris Ernst for Doubleday, Doran*

### A. THE BACKGROUND

THE THEORY of protecting a brand of the creator of a commodity stems from early Anglo Saxon common law. Possibly society might be better off if there were no such paternal concepts as patents, copyrights, trademarks and brands. Our jurisprudence, however, has long been firmly committed to the hope that ingenuity flows from the vesting of effective legal rights in brands. Another reason for the continued acceptance of brands has been that through such economic articulation the purchasing public, ordinarily inept in the divisible use of its purchasing dollars, finds standards for the exercise of comparative judgments of values. An additional philosophy back of branding is the belief that the producer of goods should be encouraged in his productive ambitions by the hope that the merit of his product will develop increasing public endurance.

The fears that impinge on the principle

of price maintenance attached to branding derive from the danger that there may be less free play for the conflicting social desires of consumers in purchasing things that make life rich. Whereas we have rejected horizontal price maintenance, our society has long since accepted wholeheartedly the economics of price maintenance *per se*. There has been no objection in law or in fact to the practically unanimous practice of uniformly controlled retail prices of automobiles, electric light bulbs, newspapers and many other commodities. Having put a judicial blessing on price maintenance, intellectual curiosity soon induced other producers, who do not manufacture Fords or Mazda lamps, for example, to inquire why similar protection of their products is denied to them. An article by Judge Brandeis appearing in *Harpers Weekly* in 1913, before he went on the bench, gave a substantial impetus to the Fair Trade Act doctrine now enunciated in the laws of

New York and nine other States. At least four times the United States Supreme Court held up a direction sign and pointed to a solution of this problem for the small manufacturer and small retailer and in effect said: —there is no constitutional reason why you cannot get the realistic advantages in the market now flowing to the General Electric Company, but we as judges are not the economic planners of the nation and we suggest that you go to your Legislatures and Congress. Our legislators heard such appeals and acted thereon.

It has long been agreed that those who produce and create should be allowed to capitalize on their individual skills. But this philosophy has attached to it the other side of the medallion, namely: that an R. H. Macy shall not be permitted to capitalize on the skill of others. Up to now no scales have been invented by which the human mind can weigh with complete accuracy the variety of skills that contribute to any single article before it is finally sold to the consumer. Increasingly, however, it is believed that the sole purpose of production is the sale to the consumer and that the creator of a commodity should have the power at his own hazard to maintain the price of his commodity through to its ultimate, namely: the use by the consumer. Of course it may be unfortunate that we have not, as human beings, the capacity to create a slide-rule economy so precise as to give comparative advantages on price-maintained-branded goods for efficient concerns such as R. H. Macy as compared to many other retailers not so ept and comparatively of less social value. But these refinements of the profit motive can be practiced nowhere. Not even R. H. Macy gives me my merchandise cheaper if I save it the expense of delivery. In other stores a customer buying for cash assumes part of the risk of the customer who buys on credit.

Although much of our law up to now has been based on an excited desire to protect property rights, and particularly the property of merchants and producers, in this important economic situation there is an overriding social necessity for this legislation, namely: the greater danger which faces consumers by restraint of trade developed through price cutting. In the outlying sections of the state we have already seen the disastrous effects of retail outlets destroyed by temporary

price cutting and by vast accumulations of retail capital which stand as an effective threat against any fresh attempt at retail competition. Legislation of this type is socially justifiable, if solely as a measure to prevent the conversion of people of independent fibre into herds of lop-sided, unadventurous clerks.

For decades there have appeared before this Court groups of individuals who have prophesied ruin if the will of the legislature was not vetoed by this Court. Employers of the state, for example, predicted with certainty that they would move to other states if a Workmen's Compensation Law was to be enacted. An attempt to repeal such law today would be met by the same business men pleading for non-repeal. It may well be true that R. H. Macy, speaking for a definite point of view in the community, may sell fewer branded articles in number but yet there may be no reduction in its total dollar volume. We can still decently doubt if this Act will eventually result in any decreased net profits. There can be no *a priori* proof that even fewer sales will result. Assuming, however, that a loss did result and that there was a hurt to the R. H. Macys, it must be obvious by now that no legislative enactment of social significance has ever been passed without hurting someone. Unfortunately, benefits through legislation, rather than through human invention and increased ability of man, usually come in part at least from the area of persons who are to be hurt. The legislature has evaluated the comparative benefits and injuries to the people of the state.

Is it arbitrary to prevent the evaporation of retail outlets? Is it arbitrary to protect the good will of the creators of commodities? Is it arbitrary to permit a clear establishment in the consumer's mind of price levels for particular brands? Is it arbitrary to permit in a society that condones price maintenance for the large, the same ultimate objectives for the small, without subjecting them to unfair burdens in order to reach the same goal?

In the final analysis is it arbitrary to prevent the R. H. Macys from capitalizing directly on the skill of producers to the disadvantage of the producers whose very skill creates products not primarily for the middleman but essentially for all of us as consumers?

To answer such questions the Legislature viewed the present scene.

### B. THE SITUATION TODAY

The Fair Trade Act expresses no new business philosophy. In enacting it the Legislature must be presumed to have recognized that the principle of price maintenance is not antagonistic to our economic policies. Also, the Legislature must have considered the various merchandising arrangements which may now be legitimately made between producer and distributor to maintain prices and to protect the brand and the good will of the former.

Indeed, the Act represents no radical departure from methods which have had the unequivocal sanction of our courts for some time. It merely permits something to be done in a sound, direct and orderly fashion, which prior to the enactment of the Act could be achieved either in a cumbersome and expensive manner by the agency device, or through legalisms availed of by large distributors. As a matter of fact, the method afforded by the Act to further economic stability, is not as drastic as devices which are and have been available to producers independent of the Act to protect their business existence from destructive economic practices. The producer may appoint agents (as has been done in the automobile business), and if fortified with sufficient capital, may adopt a complicated system of merchandising, expensive to the producer, but resulting in uniform prices. But aside from this, and without resorting to the Act—

(1) The producer may refuse to sell his goods to any one distributor (such as R. H. Macy & Co.) or to any number of distributors. Certainly the absolute refusal to sell is a more far-reaching control and a greater power than selling subject to price maintenance.

(2) The producer may sell and fix the resale price by contract in New York State; and in case of breach, may sue for damages or obtain injunctive relief.

(3) The producer may restrict the sale of his products to one or more selected distributors, and may lawfully agree not to sell to others. He can thus limit his distributing outlets, and entirely eliminate by contract R. H. Macy & Co. or any other retailer who refuses to abide by his price policies.

(4) The producer may by contract control the purchase, by his distributors, of the products of the producer's competitors.

(5) The producer may by contract obtain detailed information as to the sales made by his distributors, and thus keep a check on price maintenance.

In sum, the Act merely makes effective and "meaningful" what is now permitted by two expensive processes, both of which are burdensome on the consumer: (a) the agency method of distribution; and (b) direct contracts with distributors for price maintenance, coupled with a detailed system for controlling non-compliance.

### C. THE FUTURE: THE ACT IN OPERATION

The purpose of the Fair Trade Act, as stated in its title, is "to protect trade mark owners, distributors and the public" against uneconomic practices in the distribution of branded articles. The Act proceeds from the recognition of certain assumptions, predicated on facts of common knowledge which this court may take judicial notice. We shall state these categorically at this point. That they represent a view taken by a large and informed body of opinion will be shown later. We summarize them here to show that the Legislature, in enacting the law, has sought to regulate business "upon proper occasion and by appropriate measures."

#### (a) THE CONSUMER

1. The Act encourages and widens competition by preventing excessive mortality among retailers through destructive price-wars, and thus assuring a large number of retail outlets. Competition is not restrained among producers of rival articles, but only among distributors selling the identical branded article. Under the Act the producer *merely avoids competing with himself*. Any rival producer is free to undersell him, and thus give the public an open market. The strong likelihood is that prices will be kept down by this process, as the consumer is free to refrain from buying an article if it is too expensive.

2. Under the Act the consumer is in the same position, through price maintenance, that he would occupy if the producer sold him direct through the producer's agents. The distribution of automobiles is an illustration in point.

*for a salesman's*  
**CHRISTMAS**



**52 ISSUES OF THE "P.W."**

*from the friendly manager*

*to the*

*"steady help"*



A GIFT THAT PLEASES

A GIFT THAT SERV

A GIFT THAT LASTS

3. It is true that the Act will do away with the loss-leaders, and that the consumer will not be able to get the benefit of price-cuts on isolated articles. In other words, with respect to branded commodities covered by price maintenance, the situation will be the same as it now is as to automobiles. But that does not mean that the consumer will suffer in the long run. It is axiomatic that no price-cutter can undersell on everything. His loss-leader does not represent a dividend which he is passing on to the customer; it is a bait for sales of other goods at a margin of profit which more than counterbalances the loss on the loss-leader. If this were not the case, the distributor would soon put himself out of business.

4. As far as the consumer is concerned, it would be excellent if he were shrewd enough to subsist wholly on loss-leaders. It may be that there are, here and there in the community, individuals sufficiently canny or lucky to achieve this ideal. However, their interests must be balanced against the interests of the overwhelming majority of consumers who cannot beat the game, who are not wary enough to cope with the misleading practices of the price-cutter and who eventually find that loss-leaders cost them much more than they anticipated.

5. Price-cutting is ruinous to the small distributor. His large and powerful competitors can well afford to wage a price war to wipe him out of business. Once rid of him, they are free to shoot prices skyward. Whatever the immediate advantages of price-cutting, they must of necessity disappear as time goes on; and in the long run the consumer is bound to suffer because of the elimination of the healthy competition of numerous small distributors.

6. This destruction of small retailers through price-cutting places the consumer at a particular disadvantage in small (and particularly rural) communities where the large distributors, resorting to the misleading device of the loss-leader, are thus able to create the illusion of being *generally* low in price, and to kill off competition. The chain-store legislation of the several states during the last few years is merely a recognition of the reality of this peril.

7. The consumer is further protected by the fact that the Act is permissive. Many branded

articles may never be sold under contracts providing for price maintenance. Moreover, there is scarcely a branded article that is not in direct competition with similar unbranded articles, and as to the latter the Act does not apply. The necessity of meeting competition is a check upon excessive prices.

8. The Act provides that the public must be given notice when goods sold by the retailer under the Act have been damaged or have deteriorated. This alone may be sufficient justification for the Act. In the first place, it gives to the consumer additional protection which is absent in the case of unbranded goods; for the retailer, it negates the possibility of a frozen inventory; it safeguards the good will of the brand-owner by preventing the sale of damaged goods as though perfect.

#### (b) THE GENERAL PUBLIC

1. When a few distributors start a price war which deprives others of a reasonable profit, the latter will refuse to handle the branded article unless the wholesale price is lowered. A backwash is thus created which forces the producer to cut his production costs. He may do this in a number of ways; but the experience of the last few years has shown that the first measure is apt to be the reduction of wages or the dismissal of workers. It is no exaggeration that price-cutting may operate as a powerful causative force for poorer working conditions, unemployment, and decreased consumption power. It is fair to assume that in enacting the Act, the Legislature had this social and economic problem in mind.

2. Price-cutting demoralizes industry. If goods are sold below cost—as they are in the case of loss-leaders—the ultimate result is that the workers who produce the goods cannot be properly compensated for their labor, and eventually they cannot buy what they produce. And even if goods are not sold below cost but at too meager a margin of profit, the result is bound to be one that has become all too familiar because of the depression: overproduction, plus scarcity of consumer purchasing power.

3. There is inherent in price-cutting more than the mere promise of eventual high prices through the elimination of lawful competition afforded by many small distributors and the concentration of the retail business in the

hands of a few powerful concerns. It is essential to the sound economic life of the nation that there be competition not only for the purpose of curbing excessive prices, but also to encourage individual effort, ingenuity and initiative. By killing off competition, price-cutting may have the effect of converting us from a nation of alert, resourceful and independent business men, to a nation of subservient clerks. This is not an exaggerated view; it was adverted to many years ago by Mr. Justice Brandeis, and as recently as this year by Mr. Justice Cardozo.

4. "While low prices may be good for the public for the time, they are not a benefit if all the suppliers are thereby ruined. A steady level price may have considerable advantage over violent fluctuations from very high prices in times of scarcity, and fierce competition and unremunerative prices in times of plenty or financial pressure." (*Ware and DeFreville, Ltd. v. Motor Trade Association* [1921], 3 K. B. 40, 71.) Price maintenance prevents increases of prices as well as decreases, and thus protects the public against unscrupulous retailers.

#### (c) THE PRODUCER

1. Price-cutting is an exploitation, by the distributor, of the producer's good-will which has been built up as a rule at considerable expense. It is an instrumentality whereby such good-will may not only be seriously impaired, but wholly destroyed. The persistent price-cutter can render the handling of a branded article worse than profitless, and thus drive the article out of the market.

2. It is the legitimate desire of every producer of branded goods to preserve the reputation of his product as an article of prestige, which will suffer in the minds of consumers if it is dumped on bargain counters. The price-cutter's activities may, in this respect, be analogized to slander of goods. The Act enables the producer to curb the price-cutter and protect his good-will.

3. The Act fortifies the moral right of a producer of branded goods to maintain a resale price. The basis of the right is the producer's good-will, which inheres in the merchandise no less than any of its physical characteristics. When the consumer buys a branded article, he buys two things: the actual physical goods, and the assurance that it will conform to the standard that the producer's brand has led him to expect.

4. The Act does not compel the producer to resort to price maintenance. He is given a choice. He can permit price-cutting or establish a price maintenance. If he permits price-cutting he is faced with the following: For reasons already given, there will be a serious impairment in his good-will. His product will be concentrated in the hands of a few powerful distributors. Smaller distributors, unable to withstand the drive of the larger ones, will be eliminated from the market. Eventually a few large distributors will be in a position to dictate to the producer.

5. The producer may take the other choice. He may, by adopting price maintenance, treat the entire process of marketing his goods as a unified transaction, the successive stages of which do not affect the reputation of his goods. His distributors, although not agents, become interrelated members of a unified selling organization, which would run much less smoothly if the distributors were constantly warring among one another or with the producer as to the margin of profit.

6. The Act is not calculated to furnish an incentive for the producer to maintain excessive prices. It goes without saying that he does not act *in vacuo*; he is part of the commercial cosmos. His branded product competes—and must compete under the Act—not only with products branded and unbranded of the same class (one kind of toothpaste with another kind of toothpaste), but also with other articles that the consumer may desire (books with pictures, phonographs with radios, candies with flowers). If the producer seeks to maintain a high price he runs the grave risk of discouraging and even stifling consumer-demand.

7. The Act enables the producer to increase the number of his retail-outlets, widen his market and extend competition, and makes it impossible for powerful price-cutting distributors to eliminate their smaller competitors.

8. The Act enables the average producer to effect price maintenance without the cumbersome and expensive agency device which is available only to his largest and most powerful rivals.

#### (d) THE DISTRIBUTOR OR MIDDLEMAN

1. Under the Act the distributor, no less than the producer, is given a choice. He may purchase a branded article, knowing that he must sell it at the price stipulated by the pro-

ducer, or he need not handle the article at all. There is no compulsion one way or the other.

2. If he chooses to handle the goods he must maintain the price. He is not permitted to trade destructively on the producer's goodwill, or to use the device of price-cutting to undermine the consumer's confidence in the goods, or to initiate a price war to destroy his competitors.

3. If he chooses not to handle the branded article, he can select any competing unbranded article or any competing branded article which is free of the condition of price maintenance, or on which the price maintained is more to his liking. Or he can adopt a brand of his own.

4. The "liberty" of the individual distributor to cut prices must of necessity yield to the broader consideration of public welfare. The price-cutter serves no economic purpose. He rarely cuts prices to pass on to the consumer economies effected by superior merchandising methods. He does it for advertising purposes. The fact that the entire scheme of price-cutting is bound up with branded goods, is in itself proof that the price-cutter *knows* that a certain branded article has become associated in the public mind with a definite price figure—otherwise how would the buyer know he was getting a bargain?—and it is precisely this price-notion that the price-cutter seeks to trade on, regardless of its ruinous consequences to others.

5. The Act frees the distributor from the compulsion of adopting one of two alternatives, both injurious to himself: (a) taking off his shelves the branded article on which there is a price war, and thus driving the producer out of business; or (b) following the suit of his price-cutting competitors, and ruining himself.

6. To say that the Act prevents a large-volume distributor from passing on to the consumer a portion of the extra profit he makes as a result of his turnover, efficiency and superior merchandising methods, is not a fair statement. Only too often he goes through the pretense of doing so, largely by resorting to loss leaders. But in the main he practices a leveling process, so that the con-

sumer in the long run winds up with no benefit. For another thing, if the large distributor is really anxious to pass on to the consumer the benefit of his superior merchandising, he can, under the Act, always do so (a) by lowering his prices on branded goods not covered by price maintenance, or (b) by going out into the open market, buying unbranded goods of a competing class, and selling it at a narrow margin.

7. It may be urged that merchandise is sold with services in one bundle. Together with goods the consumer buys such items as convenience of delivery, charge facilities, right to inspect at home before acceptance, etc. Defendant objects that these services are not valued under the Act and that differentials in price may not reflect them. The simple answer arises if any consumer walks into any store to purchase an article. If he demands none of these services but pays cash and walks away with an article the price is not reduced one cent compared with the next customer who demands all of these services. The obvious failure of an efficient organization like the defendant's to appraise and pass on to the consumer the differentials in these allegedly expensive services should silence its protests directed against the statute because the Legislature did not make such differentials in prices compulsory.

\* \* \*

It may be that the Act will not, when subjected to the acid-test of business operation, work out precisely along the lines we have indicated above. Whether it does or not, is unimportant insofar as its legality is concerned. The Legislature has taken cognizance of a serious economic problem and has sought to deal with it by an appropriate measure. By doing so the Legislature has passed affirmatively on the question of the wisdom of the remedy. Even if this Court concludes that the remedy is economically unwise, it will not nullify the Act unless it is convinced, as of the present time, that it will necessarily operate arbitrarily and unreasonably in the future.

# Books for the Fairer Sex

*Selling Books to Women at Christmas Requires a Special Technique*

ILAH NIEHOFF

*The Wakefield Bookshop, Inc., New York City*

WILLIAM McFEE has said somewhere that "American literature is essentially a feminine affair. It is to women we dedicate our books. It is of them we think when we write them. It is they who inspire us to our greatest efforts even if, as Oscar Wilde whimsically reflected, they immediately endeavor to prevent us from consummating the achievement." Certainly the trafficking in American literature seems to be essentially a feminine affair in East Fifty-fourth Street. Men customers are scarce during the day in that part of town, appearing either the first thing in the morning, or very late in the afternoon, or more often ordering their books over the telephone. But even these brief visits are enough to show that selling books to women requires quite a different technique. Somehow technique does not seem quite the right word to describe our dealings with our customers. Perhaps because in such a small and personal bookshop as ours a good many of these customers are apt to be friends. Not always what a friend of ours used to delight in describing as "close personal friends," but known to us rather well, friends of friends, or at least acquaintances. This establishes at once an easy atmosphere which precludes all thought of technique.

But, on second thought we see that one does go through a sort of routine technique which varies with each customer and becomes less spontaneous and a bit more conscious when dealing with a chance customer attracted from the street by our window and in search of books. One can only say, perhaps, that this routine consists firstly in offering attention without seeming to force it and secondly in trying in some way to gage the particular type and disposition of each customer. I think the point of discussing here the technique of selling books to women was suggested with the idea of comparing it with the technique of selling books to men, but it is, as ever, difficult to generalize. If we say that men are more defi-

nite about choosing their reading matter than women we at once recall not one but several women we know who are equally definite, and on the other hand we know two or three men who are very glad to have their books chosen for them provided they are chosen with due regard for their essential tastes. But I think it is true that there are more women than men with leisure to read and for whom reading constitutes a definite and necessary part of their daily lives. There are more women than men waiting to be advised of the latest books, first of all for sheer amusement and secondly to keep them conversant with what everyone else is reading and discussing. Dinner conversation must go on and what F. C. Burnand always referred to so innocently as "repartee" is still a lost art and must be substantially supplemented with the latest book, play, art exhibition and so on. Not to know the best sellers, or which book is at any precise moment driving good Mr. Woollcott so very quietly mad is to have missed the car completely.

This sort of selling should be the bookseller's very meat, for it requires least effort and brings certain returns in the shape of satisfied customers. The woman who demands a book really worth while from the standpoint of literary merit and style or a certain profundity of subject matter is, of course, more of a problem, but also, when pleased, a greater satisfaction. This matter of advising with customers in the choice of books presupposes a pretty accurate knowledge of what is in the books and entails an immense amount of reading. Once started, this sort of service, which also includes in our case the sending out of monthly lists of books, must be kept up conscientiously and can be overdone. There are people so overjoyed at finding someone who can actually pick books they like that they fling themselves entirely on her hands and when, as must sometimes happen, they are disappointed, they feel unaccountably in-

jured. In such cases we exchange the book gladly, and so far this exchange privilege has never been abused. But a continued success with customers in this matter of the clever choice of books is a heady tonic and the enthusiastic bookseller is sometimes put gently but unmistakably in her place by a determined buyer who neither needs nor wishes guidance in her choice. All this in reference to women choosing reading matter for themselves, but a large proportion of our customers buy books to give away. One acquires an easy and untroubled technique in suggesting books for travelers, sick friends in hospitals, husbands, brothers and sweethearts with anniversaries, and it is almost impossible not to attain a high proficiency in picking the best book for a child of three or that variable and ever-present boy of twelve.

It would seem then that the technique of selling is dictated almost entirely by the type of customer, and they may perhaps be summed up as the customer who simply wants to be up to date in her reading, the customer who despises the best seller cult but who is grateful if kept informed about her particular type of book, and the customers who reserve to themselves the right to be interested or disinterested without giving the bookseller so much as a clue to their tastes. There are a few people to whom we have been selling books for several years and to whom we are still put to it to suggest a book, with any certainty. Surely there can be no place like a bookshop for developing a tolerance of the tastes of others, though tolerance is hardly a broad enough term to describe the extreme catholicity of taste to which a bookseller must at times subscribe. Kathleen Norris, Warwick Deeping, James Joyce and William Faulkner will be beloved by some and despised by others, and women seem to be more sensitive about their tastes and opinions in this matter than men. And these tastes, whatever the bookseller herself may think, do demand respect. We have felt equally abashed when a frank searcher after trash found nothing on our shelves to her liking and when a scholarly man looked down his nose at the vast number of worthless novels that were displayed.

So we resist as much as possible the over-critical attitude, remembering our own feelings when a bookseller once answered our request for a book on economic problems with the haughty remark that "we sell only imaginative literature."

One must try to be sympathetic as well as businesslike in catering to customers' wants and still at times fail badly. There was the time a tall chauffeur handed in at the door for credit a copy of "Jack and the Beanstalk" with the remark that "Mrs. Smith did not like the idea of the *ogre*!" And Mrs. X, who spent hours looking for a book for her four-year-old daughter and went off empty-handed. The simplest story seemed to deal with taboo subjects such as—*God, Death, Want*. Even Peter Rabbit's father was put into a rabbit stew by Mr. McGregor and thus became a *dead* rabbit, and these facts could not be explained for many years yet. This time we remained discreetly silent.

Women are not the browsers that men are and are more anxious to be paid attention as soon as they enter the shop. There was the classic example of Mrs. M. who liked to muse and wonder, more or less audibly, for many minutes before settling on the book of her choice. After some twenty minutes of this one day the girl who was waiting on her was called to the telephone and the other salesgirl was busy seeking an elusive title in the big catalog. Mrs. M. suddenly found herself quite unattended and lifted her voice politely but firmly in protest, "Now, girls," she said, "I want you to drop everything and think *only* of Mrs. Morton!"

By far the majority of experiences that result from personal contacts in a bookshop are pleasant ones. There is something almost

charmed about the atmosphere of books, compounded perhaps of the multiple emotions pent up upon the shelves and if anyone doubts this let him compare the feelings he experiences in a bookshop with those produced by a shoestore or drugstore, though he may be reminded of his reactions in a wine shop or tobacconist's since even sages and poets have not found these commodities unrelated to the enjoyment of good books.



*The Wakefield Bookshop's Vicar*

## Doubleday, Doran Book Shops Celebrate 25th Anniversary

THE DOUBLEDAY, DORAN BOOK SHOPS are twenty-five years old this week. The actual birthday was December 2nd. All this week, all twenty-one shops have had a birthday and Christmas window display gay with red and silver ribbons, holly and tied-up Christmas packages. A dozen books are featured in these window displays and in the very elaborate advertising campaign which the shops are running as anniversary promotion. Five columns, the full length of the page, appeared in the New York *Herald Tribune* and in the New York *Times* on Monday, and a full page ad is in the *Saturday Review of Literature* this week. The newspaper ads are headed "See our 25th Anniversary Christmas Windows," and almost half the space is given to one of A. A. Van Duym's famous window displays. Below the "12 important books" are listed with descriptive notes. Small cuts at the side show the original Penn Terminal Shop in New York; the newest addition to the Doubleday chain—the Chicago store; covers of the Christmas number of the *Book Dial*; and the special Doubleday cover for the Christmas number of the *Herald Tribune's Books*. The cover of *Books* is dull silver with a huge photograph of the window display in the center, very handsome. A. A. Van Duym, editor of the *Book Dial*, has produced a most attractive issue with a shiny silver cover, printed in black and bright red. He has written a sprightly article for it reminding us of the books that were best sellers, the songs that were being sung, the events that were in the headlines in 1910, the year that the first Doubleday shop came into being. Christopher Morley, who used to work in the Lord and Taylor Bookshop, writes reminiscently, and Burton Rascoe gives impressions of the current season in the shops. There are lists of adult and children's books and the children's section is also reprinted as a separate catalog.

The original idea, when the first shop was started by Doubleday, Page & Co. in 1910, was to have a laboratory where the publishing house could find out what the public wanted, how it reacted to certain types of

merchandise, jackets, the physical appearance of books. That aspect is still valuable.

The chief factor in the success of the Doubleday, Doran Book Shops, Inc. is Cedric Crowell, the Vice-President of the Company and its general manager. Clifford Orr subtitled him "the strongest link in the chain." Writing in the *Atlantic Monthly*, in 1928, Clifford Orr said: "It is a continued source of amazement to those who are newly introduced to the Doubleday, Doran Book Shops that they are as unlike as a pea in its pod to a bean among its strings. Publishers' salesmen are forever complaining to Doubleday buyers: 'But your shop at Lord and Taylor's bought two hundred and fifty!' And the buyers release that merry ha-ha which is reserved for those who cannot understand that only a financial and directorial connection exists between the various shops. It is Mr. Crowell's first and pet theory that a bookstore without a personality of its own is worse than no bookstore at all, and that a chain of bookshops whose stock is shoved at them from some central buying office can hardly escape that standardization which, to the intelligent customer, must be eventually repugnant. What person, out of touch with the tastes of the customers at a certain shop could ever prescribe its books? . . . And marvel at the one man who holds his finger on the pulse of all these, supervises them dollar by dollar, is responsible to his firm for them all, and yet has the humanity and the vision to see that in the last analysis he or no other man must greatly interfere."

"There, I believe, lies his success, which is the success of the Doubleday, Doran chain. By his own conception and his own execution, no one Doubleday shop is like any other, save that it serves a similar clientele, any more than the station stand at Kalamazoo is like Goodspeed's in Boston. 'Given a decent location,' he says, 'and, all other things being equal, a Doubleday shop stands or falls on its manager and its personnel.' Such a statement, considering his success, sounds as if he belittled himself. On the contrary, he compliments himself as much as his staff for having, uniquely, I believe,

among chain-store managers, such a vision."

The bare history of the growth of the chain of shops, shorn of all but names and dates reads:

The original shop, as we have said, was the Penn Terminal Shop, which was opened Dec. 2, 1910.

The Lord and Taylor Book Shop was opened April, 1916.

The Liberty Tower Shop opened Nov. 19, 1917, and closed April, 1924, moving to a new location at 38 Wall Street which opened Sept. 2, 1924, and was closed Mar. 4, 1929, to move to 10 Wall Street, and closed May 29, 1931, moving to a new location at 31 Nassau Street, which had opened June 11, 1930.

St. Louis, 210 N. 9th Street opened Nov. 10, 1919, and closed Jan. 31, 1930, after moving to 310 N. 8th Street, Jan. 13, 1930.

Long Island Station Shop, New York City, opened Nov. 24, 1919.

Kansas City opened June 28, 1920, and closed Jan. 31, 1929.

La Salle and Koch, Toledo, Department Store, opened July 1, 1920. Doubleday discontinued operating the department when the whole store was taken over by the Macy interests Jan., 1925.

Higbee in Cleveland, opened Dec. 4, 1922. Discontinued when the whole store was sold April 30, 1931.

Newark opened May 22, 1923, closed June, 1925.

A second St. Louis shop, The Open Door, opened Mar. 3, 1924.

Meekins, Packard and Wheat, Springfield, opened April 1, 1925.

Country Club Plaza, Kansas City, opened June 20, 1925, closed Jan. 1, 1929.

Grand Central Terminal Shop opened Nov. 22, 1925.

Equitable Building, Seventh Ave., N. Y., opened Nov. 30, 1925, closed Jan. 11, 1930.

Garden City, New York, opened Dec. 10, 1925, closed July 31, 1929.

848 Madison Ave. (at 70th Street), N. Y., opened Sept. 28, 1926, closed Jan. 28, 1932.

Nugent, St. Louis, opened Nov. 1, 1926, closed Jan. 31, 1930.

526 Lexington Ave. (at 48th Street), N. Y., opened Nov. 30, 1926.

Webster Groves, Mo., opened Mar. 14, 1927.

Sunwise Turn, N. Y., opened under Doubleday ownership April 1, 1927.

Graybar Building opened Aug. 29, 1927.

Barbizon Hotel, Lexington Ave., N. Y., opened Nov. 21, 1927.

McCreery's, N. Y., opened Aug. 17, 1927, closed Mar. 31, 1932.

Fanny Butcher's, Chicago, opened Sept. 1, 1927, closed Jan. 5, 1931, after moving to Mandel Bros., Nov. 17, 1930, which Doubleday moved from on Oct. 19, 1935, when they opened their new Chicago shop on that date at 10 N. Michigan Ave.

Ambassador Hotel, Atlantic City, opened April 15, 1928, closed Feb. 23, 1932.

Steeplechase Pier, Atlantic City, opened April 19, 1928, closed April 14, 1929.

Ocean City, N. J., opened June 4, 1929, closed Sept. 15, 1929.

Penn Terminal Exit Concourse, opened June 8, 1929, closed July 30, 1932.

Dey Bros., Syracuse, N. Y., opened Aug. 9, 1929.

Jefferson City, Mo., opened Oct. 15, 1929, closed Mar. 7, 1931.

Ritz Tower, N. Y., opened Jan. 2, 1930, closed July 31, 1932.

370 Lexington Ave., N. Y., opened April 23, 1930.

Broad Street Suburban Station Building, Philadelphia, Street Level Shop, opened Sept. 29, 1930.

Broad Street Suburban Station Building, Philadelphia, Concourse Level Shop, opened Oct. 1, 1931.

50 East 42nd Street, N. Y., opened Nov. 6, 1931, closed April 25, 1933.

Fisher Building, Detroit, opened Oct. 9, 1933.

18 Adams Ave., West, Detroit, opened June 29, 1935.

10 North Michigan Ave., Chicago, opened Oct. 19, 1935.

Those who have been with the Doubleday, Doran Book Shops over 15 years are:

Nelson Doubleday, president, office; Cedric R. Crowell, vice president and gen. mgr., office; John J. Hessian, treasurer, office; Russell Doubleday, secretary, office; L. J. McNaughton, asst. treasurer, office; Lillian Comstock, asst. secretary, office; Edith Beeson, sec. to Mr. Crowell, office; Thomas R. Burns, asst. gen. manager, office; Robert L. Conlin, auditor, office; Angelo Fagnano, manager, warehouse; Morris Axelrod, manager, Grand Central Shop; Ellen Ennis, manager, Lord & Taylor Shop; Guy R. Turner, manager, St. Louis Shop; Savilla Bohne, manager, St. Louis Shop; Margaret Rodgers, office; Anne G. Smith, office.

# THE Publishers' Weekly

*The American Book Trade Journal*  
*Founded by F. Leypoldt*

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*Publisher and editor to 1933*

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December 7, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Economics of Price Maintenance

THE ARGUMENTS PRESENTED at Albany in the Doubleday-Macy case have great significance for the book industry, but many other industries also await the result anxiously, and opinion-making on the social significance of uniform prices is now rapidly in progress. Each case which comes up for discussion and court decision develops public opinion, attracts fresh attention from economists and from the public itself.

The case of the proponents of such fair trade practice was ably presented by Morris Ernst, acting for Doubleday, Doran, and the subsidiary briefs by Crichton Clarke, attorney for the American Booksellers' Association, and by Roy Sterne, attorney for the New York State Pharmaceutical Association, added very materially to the presentation. Their arguments emphasized the gain to society in the elimination of this form of unfair trade practice.

With the fresh evidence brought forward it is growing more clear that under the price-cutting method the good will of the producer of merchandise is sacrificed in order to build prestige for a miscellaneous line of merchan-

dise of unidentifiable character. It might even be argued that the public should be protected against the gambling chance of purchasing in a store in which the consumer must depend solely on super knowledge in choosing between the merchandise which bears merely extra margins of profit and those which are loss leaders.

The proponents of the Fair Trade Act also pointed out that commerce is not now without its methods of price maintenance but that such protection is available only for big business. Automobile manufacturers, for example, control their prices through agencies, and so do other producers of other high cost merchandise. This type of enforced price uniformity is not considered unfair to the consumer, and the prices of automobiles under such a system are considered a model of good value to the consumer. A serious question is thus raised if the courts decide that such uniformity of price to all customers is fair to the consumer when it is applied to a large unit purchase but unfair in the case of a small item like a book.

It will be contended by the opponents that fixed uniform prices do not give the stores opportunity to pass on to their customers savings afforded by different types of operation, i.e., under a uniform price system the weakly financed and poorly operated store would sell articles at the same prices at which they would be sold in well financed stores of great efficiency. But it should be noted that the margin of profit between wholesale and retail set by the producer is never large enough to make profits for the inefficient merchant, that the producer sets his margin at the lowest possible percentage which will cover the efficient merchant and the inefficient has to take care of himself or pass out of the picture.

The total cost of doing business in the largest department stores, according to the Harvard figures, is 34%, and it is presumed that such stores are efficient stores; certainly there is no margin on books to take care of the inefficient in the average discount of 37% or 38% which bookstores receive.

It may be also pointed out that the stores themselves do not recognize that customers should be treated according to the economy they exercise in their purchasing practice. In the large stores in which the cost of delivery is over 2% it is not the practice to give a 2% discount to those who carry their merchan-

dise. If the store itself does not give to its customers the benefit of economies of their shopping methods, why should this be a strong argument against price uniformity?

In the case of books, publishers with expanded outlets which would come with new health in the book industry could pack additional value into their list prices so that the public would get an increase of the dollar value due to the increased effectiveness of national book distribution. This has been the experience of other countries, and we have taken too long a time to learn it here.

### The Public and the Pamphlet

THE Department of Adult Education of Teachers College, Columbia University, which has been making surveys on reading, has issued further reports of progress. Among the points of interest to the book-trade are the following:

"Books when available for use are more satisfactory than short articles both for the silent reading lesson and for home reading, because books give a greater sense of achievement or mastery to the adults who read them than paper-bound pamphlets or mimeographed materials."

This emphasis on the satisfaction which the reader derives from having mastered a book may have its influence in maintaining the preeminence which books have as conveyors of information.

The whole question of the uses of the pamphlet in America is an involved one. Some readers always look on pamphlets as free material or propaganda, an attitude which organizations such as the Leisure League and the University of Chicago Press are offsetting by care in design and manufacture. Again there is the public's natural association of paper binding with the binding of magazines, which, supported as they are by advertising, are in a position to provide more reading matter for the same price than is given in pamphlets. There is also the question of the handicap to the use of pamphlets in public libraries, where the impermanence of the binding makes them less valuable than cloth-bound books except when handled in the vertical files, where material is not usually as carefully indexed as in the case of books.

Now the Adult Education Committee of Teachers College adds this new aspect of the problem, that the average reader does not

look on the reading of a pamphlet as such a significant accomplishment as the reading of a book. As the experimentation in methods of popular education progresses this question of the public's reactions to paper-bound material must be given more careful study.

### Value of Literary Prizes

FOR THE STIMULATION of reader interest in new books by making some titles rise out of the rapid current production, literary prizes have come to play a larger part every year.

In some ways best seller records provide continuing prizes, awards by the votes of the consumer, the financial value of which is collected by the author through his royalties. There can be no more welcome award than this, for the best sellers spread the fame of the author into the markets where he may reap further results with subsequent books.

But the literary prize is a thing of double value. It can not only help immediate sales and thus help royalties, but can also put the title on lists where it will get consideration and discussion over years to come.

To the American list of awards has now been added the Gold Medal of the Limited Editions Club, which is to attempt annually to name that book which seems most nearly to approach the stature of a classic. Here is a delicate task indeed and the unanimity of opinion among the three competent jurors made news enough to send many hastening to the bookstores to discover why they had overlooked Peattie's "An Almanac for Moderns." Here was a prize that reached back and pulled out for display a book which its author must have thought had been lost on all but a few thousand nature lovers.

### "No Future in Books?"

A YOUNG APPRENTICE who had taken the training course of a loss-leader department store recently was assigned to cosmetic selling. After a couple of weeks of pushing house brands she took an occasion to ask if she could not be transferred to books. "Transferred to books?" cried her superior. "Why there is no future in books!" Was that remark revealing as well as honest? Are the football tactics of the loss-leader merchants to inflict a permanent injury to book distribution? That is the serious question to which publishers must give their undivided attention right now.

# News of the Week

## Fair Trade Decision Appealed

DOUBLEDAY, DORAN's appeal from Justice Close's decision that the Feld-Crawford Fair Trade Act was unconstitutional came before the New York State Court of Appeals on Monday, December 2nd. Full details of the appeal will be found on pages 2063-2071 of this issue.

## Freight Consolidation Proposed

SINCE 1930, the booksellers, department stores, and publishers' depositories on the Pacific Coast, have affected a great saving in transportation costs, by co-operation in shipping and by the influence of combined efforts in the Western Traffic Conference, an organization of traffic men.

In 1933, as Chairman of the Book Consolidation Group, Harrison Leussler, Pacific Coast representative of Houghton Mifflin, was able to make a saving for the members by obtaining a reduction of Intercoastal rates on books that resulted in a saving of approximately \$25,000.

On October 3rd, with the increase in the Intercoastal Tariff on Books, the Western Traffic Conference protested the increase, with no results. This increase brought the cost of water transportation, plus the necessary insurance and additional charges, to a figure in excess of an established rail rate for quantity tonnage. This rate would be available only, however, provided that all dealers co-operated in a combined effort to make the required tonnage. Professional consolidators have been operating with success in handling our merchandise, with a profit to themselves.

It is now proposed to establish, effective about January 1, 1936, a Western Traffic Conference Consolidation, for Books and Cotton Piece Goods from Boston, New York, Philadelphia, and Norfolk, to Los Angeles and San Francisco with redistribution to all California points, Reno, Nevada, Phoenix, and other Arizona points.

The details of operation are now being worked out. The most important factor is the amount of tonnage available. Any distributor of books, whether wholesale or retail, has the privilege of this consolidation

through a membership in the Western Traffic Conference held by Harrison Leussler. Only members of the Conference may ship Cotton Piece Goods in this consolidation.

The object of the Western Traffic Conference is to save freight money. All savings directly benefit members on their individual freight bills.

Any bookseller not receiving the letter on this subject, please write for information to Harrison Leussler, Book Consolidation Group, Western Traffic Conference, 500 Howard Street, San Francisco, California, and submit an estimate of yearly tonnage by express, rail freight and water freight.

## Book Women Elect Officers

ROSAMOND BEEBE, of The Macmillan Co., was elected the new president of the Women's National Book Association at the Association's annual meeting on November 26th, succeeding Alice E. Klutas, who has directed the affairs of the Association for four years. Margaret Lesser, of Doubleday, Doran & Co., was elected first vice president; Constance Lindsay Skinner, second vice president; Mrs. Sophie L. Goldsmith, recording secretary, and Elinore Thaw Denniston, of Funk & Wagnalls, corresponding secretary. The new treasurer is Mrs. Edmund Bragdon of Stokes.

Saxe Commins of the editorial department of *Modern Library Giants* told of some of the facts and ideals of that series. The combined total sales of *Modern Library* and of *Modern Library Giants* exceed a million per year, of which twenty-five per cent are *Giants*. Last year the average sale of each title in the series was 10,000 copies. Particularly interesting was the demand for John Strachey's "Coming Struggle for Power," of which 20,000 copies were sold in two months and a half, and "Look Homeward Angel," of which 16,000 were sold in three months. Other titles in highest demand have been "The Novels of Jane Austen," "Poems of Keats and Shelley," "The Complete Works of Browning" and Lamb's "Complete Works."

The other speaker on the program was Frederic G. Melcher, who discussed "Where Are the Book Buyers of the Future Coming From?"

## Seven Indicted on Charges of Advertising Obscenity

INDICTMENTS CHARGING two women and five men with using the mails to advertise or circulate obscene literature were handed up to United States District Court Judge Francis G. Caffey by a Federal Grand Jury in New York last week. The charges resulted from investigations made by the Post Office Department in its current drive on pornography and lurid advertising matter.

The indictments named Mrs. Pauline Roth, president and treasurer of the Golden Hind Press, Inc., 77 West 47th Street and 20 East 46th Street; Mrs. Anne Rebhuhn, Ben Rebhuhn, her husband, and Ben Raeburn, their nephew, who are said to operate the Falstaff Press, Inc., 230 Fifth Avenue; Mark Jacobs, president of the Book Collectors' Association, Inc., 317 West 94th Street; Louis Schomer, president of the American Ethnological Press, Inc., 55 Fifth Avenue and 110 West 40th Street, and Frank Copeman. Mrs. Roth is the wife of Samuel Roth, who was indicted on a similar charge several years ago and who operated a publishing house under the name of William Faro.

## Split Among Music Publishers

THERE HAS BEEN A SPLIT in the membership of the American Society of Composers, Authors and Publishers, which for the past twenty years has been collecting the fees for public performance rights of music. This makes a radical change in the field of music publishing. Warner Brother interests have been investing in the music publishing field for several years, and are the owners of well-known imprints such as Harms, Witmark, Remick and others. In total it is estimated that they now control between 25% and 40% of the music played over the air.

Under the system developed by the ASCAP and patterned on European methods, the fees for the public performance of music have been collected by one central agency under varying contracts with hotels, cafes, motion picture theaters, and, more recently, radio stations. Warner Brothers claim that the fees have been too low and before dividing these fees between composers on one side and publishers on the other, too much expense is taken out for the operating of the central organization. They point out the

fact that the general manager of the ASCAP is paid a salary of \$50,000 a year; and the president, \$35,000 a year. Warner Brothers state that \$10,000,000 of their capital funds have been invested in music publishing and they must have larger returns.

The ASCAP replies in its turn that at every point at which their organization endeavors to collect fees they are met with organized opposition as to the size of the fees, the American Hotel Association, the National Association of Broadcasters, the Motion Picture Theatre Owners of America, and various trade organizations, and that those groups are constantly fomenting anti-trust suits to prevent collection of fees such as the suit now pending in the Federal Courts against the ASCAP as a monopoly.

The situation is of interest to the book-trade, as it has been several times suggested that eventually publishers and authors would have to organize a similar agency to collect public performance rights of copyright literary material. At present, the fees collected for such use of literary material are arranged by individual contracts.

In all recent efforts toward a revision of the copyright law the ASCAP group has been opposed to change, chiefly on the ground that their method of collection was based on court decisions under the present law. They have been convinced that under a new basic law they would be obliged to seek new court decisions.

## Bookbuyer Has Christmas Number

*The Bookbuyer*, Scribner's news and reviews of current books, which was revived in a new series this year under the editorship of Robert N. Fuller, contains, in its Christmas number a series of short articles by Scribner authors including Douglas Southall Freeman, Mark Sullivan, Thomas Wolfe, S. S. Van Dine, William Lyon Phelps, and a number of others. This December issue is in the nature of a Christmas catalog, and each of these articles serves as an introduction to a classification of books. Mr. Freeman, for instance, contributes an article on "Biography," to precede the biography section; Mr. Sullivan, on "Americana," and Mr. Wolfe, on "What a Writer Reads," to precede the fiction section. The front and back covers are decorated in red and gold. Copies may be secured on request from Charles Scribner's Sons.



*Lois E. Metcalf, head of the book department of the Morris Sanford Company in Cedar Rapids, with her chief assistant, Jack Edwards*

## Prospects for Christmas Business in the Bookshops

### Morris Sanford of Cedar Rapids, Iowa

DURING the first ten months of 1935, sales held quite consistently at a gain of approximately 20% above 1934, and during recent months has been running about mid-way between the records of 1930 and 1931. Having these standards in mind, we are anticipating a gain of at least 10% and possibly 15% in strictly holiday sales. And our gain for the last ten days preceding Thanksgiving seems to confirm our estimate as reasonable.

We ran a successful sale of Publishers' Remainders during the first half of November, for the purpose of bringing into the store as large a number of people as possible. This was promoted by newspaper advertising and the mailing of 5000 catalogs which went largely to a list of people who had not been regular customers. We are using this year *The Book Parade* as a mailing piece to our select list and are broadcasting a series of Book Parade radio talks. This year Santa Claus brought with him to his station in the Toy Department two little live burros who play the parts of "Midget and Bridget" from the book by Berta and Elmer Hader. The animals were very tiny colts and naturally

have attracted a great deal of attention. Last Saturday between 1000 and 1200 children came with their parents to see them. We have suggested to teachers in the lower grades of the public schools that they might read the book to their children. A considerable number have adopted this suggestion.

We have been surprised and pleased to find the returning interest in books at moderately high prices, such items as "Seven Pillars of Wisdom" and the Heritage Press books. Also, it is worthy of note that our sales of Publisher's Remainders, priced from \$1.19 to \$2.50, seem in most cases to have been replacement sales for Dollar books. In other words, through the early season the unit of sales price certainly is higher than during any of the past three years.

### Frances Darling, of The Bookshop for Boys and Girls, in Boston

Our Christmas business seems to have started both earlier and more briskly this season, and customers are using their charge accounts again—those who for the last few years have been buying sparingly and paying each time. We aren't doing anything different this year, but our catalog went out a



*Another view of the interior of the Morris Sanford Co., showing the very extensive book department with plenty of display space*

little earlier and Children's Book Week really started our holiday selling with a flourish.

You ask about the books which are selling unexpectedly well. "Mitty and Mr. Syrup" is one of the pleasantest surprises for us. "Little Ones," "The Good Master," "Round of Carols," "Honk the Moose," "Who Goes There?"—well, we just can't keep them on our shelves. "North to the Orient" tops our adult sales, and we are finding that references to page 145 in "The New Yorker Book of Verse" start a sale easily with a Boston customer. Philip Hale's "Symphony Notes" is a natural for us, of course, and so is Bliss Perry's "And Gladly Teach." There are so many books to recommend with enthusiasm.

Children's Book Week came in with a storm and "No School" signals, and it went out the rainy and slushy Saturday of the Harvard-Yale game; but just the same, we had a grand time with our New England authors and illustrators. They came in informally all through the week. Every day at the Shop we met old friends and new, authors whose books the staff had enjoyed when "they were very young" and new authors whose books are going to be loved by the present generation of children. Twenty-five signatures in our guest book, and the happiest memories of the entire week! It is really hard to pick out the highlights.

We had the fun of introducing Louise Andrews Kent to her illustrator, Paul Quinn.

We were especially glad to meet Allen French, whose "Rolf and the Viking's Bow" first led us to the heroes of the Norseland a long time ago, and Mrs. Aspinwall, as entertaining as her own "Short Tales for Short People" (Wasn't "The Quick-Running Squash" one of your favorites too?). Ruth and Richard Holberg—there is a husband and wife partnership resulting in lively and interesting books—stopped in on their way to New York. Edouard Stackpole came up from Nantucket. We always liked his "Smuggler's Luck" and have given a warm welcome to "Madagascar Jack," so we were especially pleased to meet him. From Nantucket, too, came Caroline Dale Snedeker. She stayed with us for a staff supper, so we now feel better acquainted with that fine and gallant spirit that shines as clearly when you know her as it does from pages of "Uncharted Ways."

Our Christmas catalog, "Company of Books," as you know, is issued jointly with the three college bookshops—Vassar, Hampshire and Hathaway House, Wellesley. It offered to the first Janeite, who without benefit of a dictionary defines a "Ha-Ha" for us, a copy of "Jane Austen," that delightful appreciation by Lord Cecil. The return mail brought us a winning definition coupled with the quotation from "Sense and Sensibility"—"A ha-ha is a hazard in cross-country riding, consisting of a hedge on a wall with a ditch immediately below it. Ha-has were encoun-

tered, as I remember, by Marianne Dashwood when Mr. Willoughby taught her to ride. 'Please note that "ha-ha" is an impregnable anagrams word. Take it if you can with anything less than haberdasher.' The next brought the query, "How many know there is a 'ha-ha' at Mt. Vernon?"

The mail is especially interesting these days, the shop extra busy, and it does seem as if it should be a "Merry Christmas."

#### Marion Dodd of the Hampshire Bookshop

We feel that this will be a good Christmas and expect it to be at least 20 per cent better than last year.

Our program for stimulating Christmas trade started on November 18th, and is as follows:

Monday, Nov. 18—John Martin, Dance Critic of the New York *Times*, spoke on "The Dance" at Graham Hall, Smith College.

Tuesday, Nov. 19—Hester Hoffman, a member of the staff, spoke at the First Church, Northampton, Mass., on "The Best of the New Books."

Thursday, Nov. 21—Exhibit and sale at Choate School, Wallingford, Conn.

Friday, Nov. 22—Large mailing of Christmas Gift and Book Catalogs.

Saturday, Nov. 23—Puppet Show in our Children's Room.

Tuesday, Nov. 26—Church Fair Exhibit and Sale, Greenfield, Mass.

December 2, 3, and 4—Exhibit and sale at Northfield Seminary, Northfield, Mass.

Wednesday, Dec. 4—Marine Leland of the French Department of Smith College spoke on "Proust" in the Bookshop.

Thursday, Dec. 5—Exhibit and sale at Deerfield Academy, Deerfield, Mass.

Friday, Dec. 6—Miss Dodd spoke to the Ilium Club at Troy, N. Y., on "Books of the Year."

Monday, Dec. 9—Exhibit and sale at Governor Dummer Academy, South Byfield, Mass.

Tuesday, Dec. 10—Annual Christmas Party with Christopher Morley as Master of Ceremonies.

Our best sellers are "Silas Crockett," "North to the Orient," "Men and Memories," "U. S. Camera," "Within the Walls," "Seven Pillars of Wisdom." Many advance orders have been taken for the new editions of Jane Austen's Letters, \$5.00, and Letters of John Keats,

\$5.00, to be published by the Oxford Press in connection with our Oxford Corner.

#### John Kidd, Cincinnati

There are various reasons why business should be much better this fall. One of the great reasons, of course, is that the publishers have never before given us such a grand collection of outstanding books which people really want to read. That plus the fact that conditions are no doubt better, that people have accustomed themselves to spend money this year where they were holding down previously, will in my mind have a tendency to greatly improve the Christmas sales.

In our community people this year have spent more on vacations than at any time I can remember. On coming home the spending urge is still there and we will be benefited. All our thinking people are troubled over the uncertainty of conditions at Washington and administration follies but they have had depression dinned into their ears for so many years they are all tired out and quite ready to veer over to the other side. Again, that topped with the fine books and exceptional advertising being done, will greatly increase sales.

#### R. F. Clapp in Albany

From all indications we believe this coming Christmas Season will be the best in many years. Already, people are buying for Christmas and we note that they are interested in the Six Best Sellers. The last three months the book business has been on the increase compared with the previous year.

#### Alice Blanchard of The Everyday Bookshop in Burlington, Vermont

We are glad to say that we expect a better Christmas business than last year. Our rush will not really begin until next week but already we notice that customers are ready to spend their money more freely than they did last year.

For a new venture we are joining in a piece of local cooperative advertising this year. We supply a page of copy for a Christmas circular to be compiled by the Burlington *Daily Free Press*, the other contributors being five or six of the better Burlington shops, one each of a kind,—one shoe store, one jeweller, one fur store, etc.—the circular to be well printed and sent for us by the *Free Press* to a list of 5000 names in the city and in nearby towns. Of course we are the

only book store in it. So here's hoping for results!

**Elsie Stokes of Stokes & Stockell, Inc.**

Prospects for Christmas trade are brighter than for a long time; we think our sales will about parallel 1932 which is about 22 or 23% ahead of last year for that time (we are judging by what we have done already this year).

There are no dark horses running away from the field but judging by past events we believe that "Valiant is the Word for Carrie" is going to surprise the public by its large sale; not the booksellers for they know that when Alexander Woollcott cries out for the town that what he says goes. It deserves a greater popularity than seemed to be awaiting it until Alexander Woollcott called attention to it over the radio. We expect one of last season's juveniles to be a steady and probably best seller with us: that is, "Little Era of Old Russia," for not only is it the most distinguished book for children of recent years but it is one in which we have a very personal interest. We open it for new customers with great pride and ask them to "just read that" pointing to the dedication.

We are doing no extraordinary advertising and the only different method we are trying along with the other established ones (Christmas catalog and newspaper advertising) is radio announcing every Friday morning in a shoppers' program. We hope that will let people know that we are here; for, strange as it seems to the book world, there are lots of people in Nashville who have never even heard of us.

We had a nice window for Thanksgiving, featuring that appropriate title "Honey in the Horn." The center piece is a large punch bowl of real fruit, with two horns in which the book is placed flanking it and more of the books around.

We are hopeful that the next few weeks will repair the damage that last year brought to us.

**MacGreevey Bookstore, Elmira, N. Y.**

This town is beginning to boom again and things look now as if Christmas would be as big as before 1929.

**Mr. Adler, Post Office News Co., Chicago**

November poor.

December to better last couple of years.

**Legerton & Company, Inc., Charleston, S. C.**

We believe that this Christmas business is going to be much better than it has been for the past several years.

Our local merchants have banded themselves together to promote an early Christmas season, and shoppers are already on the street, and all indications point to a much more lively buying.

A number of the local merchants have been experiencing about a 15% increase over the past three months, and they anticipate the same for the holidays.

Our personal experience has been more than 15%, and we hope that our December business will be equally as good.

**Mrs. Teeter of The F. & R. Lazarus & Co., Columbus, Ohio**

The Christmas business really started with us on November 1st, when we ran a Garden City page advertisement. We are delighted that there is a revival of interest in books, and the interest is not only in reprints, but there is a good sale on better merchandise.

Let's hope that this condition will become permanent. Donald Culross Peattie will be here Friday, November 29th. R. Halliburton, December 2nd. They should help.

**Christopher Grauer of Otto Ulbrich Company, Buffalo, New York**

I do not care to appear to be a prophet, but from all that has been taking place in the book business during the last two months I believe it is reasonable to expect that the Christmas business will be very satisfactory. As an evidence of our faith in this belief we have, within the past two months, remodeled our store giving the Book Department the key position in the store. This has cost us considerable money but the wisdom of our decision has already been reflected in our sales.

Now is the time for all of us in the book business to set our houses in order, for better times are undoubtedly just ahead of us.

**Guy Turner, Doubleday, Doran, St. Louis, Mo.**

We expect the biggest Xmas since 1931. It looks as if the demand will be spread over a large number of titles rather than concentrated on a few. Buying will be earlier, too, we expect, although there will be the usual last minute rush.

**Elise Noyes, Stamford Bookstore, Conn.**

Things are markedly better than last year. All price books are welcomed in contrast to the disproportionate sale of reprints, etc., in 1934. Advance orders for limiteds are picking up and orders for printed Christmas cards are ahead in both volume and price.

"Man, the Unknown" has sold surprisingly well and so has the "Life of Will Rogers." We are more pleased than surprised at the sale of Clarence Day's books.

**Henry G. Castor, Doubleday, Doran, Philadelphia**

I join the hallelujah chorus in expectation of the best season since Coolidge. No particular reasons, except perhaps that our business has been bettering itself even aside from our own efforts to promote it.

This year, it seems to me, the books offered are better merchandise values than last. Particularly are the Garden City De Luxe books going to run hard in the stampede. Among the new books I think "North to the Orient," "The Seven Pillars of Wisdom," and "The Woolcott Reader" are going to be books to have wrapped ready to hand out. "Vein of Iron," "Europa," "It Can't Happen Here," "Silas Crockett," and "Edna, His Wife," are the fiction bets.

Because of the personal enthusiasm of the entire staff here, we will plug "Personal History" as if a new book throughout the coming season and through next spring.

All the various Bounty books have been genuine best sellers by virtue of the movie: The three Nordhoff-Hall titles, the "Saga of the Bounty," ed. Anthony, and "The Mutiny of the Bounty," Barrow (Oxford *World Classics*).

Here's a kind word for a 15c item, "The Pennsylvania Dutch Cook Book," of which we have sold 300 in less than a month.

Special promotion in the Doubleday shops generally will take up the week of December 2nd, as you may know. It is our 25th anniversary.

**Dan Waugh, Burrows Bros., Cleveland, Ohio**

To me—the prospects are brighter for a real old-fashioned Christmas than in several years.

Our stock of children's books is the most colorful and inviting in years. There seems to be a better, more optimistic attitude on the part of customers. Those of us in the trade are looking more *up* than down.

"As signs go—it sorta looks as though mebbe we might have a good crop—gol durn it."

**Mrs. Benjamin C. Clough of The Booke Shop at 4 Market Square, Providence**

Our business has leaped and increased so rapidly (much earlier than usual) that I haven't had a minute to write.

We sent out our Christmas catalogs much earlier than usual, and they drew immediate orders and sales. Which is certainly a policy that we hope to carry out again next year.

The special promotion we are doing is carried out throughout the year, though accentuated at this time. We keep a permanent card list under such headings as "*L'Illustration* (Christmas Number)," "New Yorker Annual," "William McFee," etc. . . . People who have bought copies or shown interest in these in the past are promptly notified when new books of the same type are about to appear. We have done particularly well with the "Cross Word Puzzle Books" and the new "Double-Crostics" which is about to come out.

Our greatest surprise came with 250 circulars which we sent out on "The Bedroom Companion" (F. & R.). This book will be published December 5th. We circularized, for the most part, *men*. And we have thirty-five advance orders which is a good percentage, I think.

This afternoon Mrs. Bradley is giving a talk on Books at one of the large Public Schools. I think she is speaking to the Parents and Teachers. She is taking lots of books and catalogs with her.

We also keep a record from year to year of particularly popular Christmas stock items. And we know exactly how many to order in the fall. Consequently we are ready for the demand when it appears.

The "dark" horses aren't evident to us yet. We are really more or less at sea, for they keep changing. At the moment, in children's books, "A Little Lamb," is soaring ahead, perhaps because it is only 75c. But we seem to sell all the new children's books. We are selling lots of "Chats" and "Chiens," the French photograph books. For the rest, I guess we are trailing along in line with the rest of the country.

About the season in general—if it continues as it has begun, it will certainly be the best since 1929.

*News from Publishers*

NORTON has uncovered a real Christmas dark horse in "The History of American Sailing Ships" by Howard I. Chapelle. Storer Lunt tells us that the manufacturing of this book turned out to be a far more complicated process than could have been anticipated. The Vail Ballou Press, which has made the book, has worked nights and all kinds of overtime to get books out for the holiday rush. So great was the sudden onslaught of orders from over the country the last week before publication that the publishers were out of stock and were able to fill outright orders only. In New York one bookstore bought 250 copies and two orders were placed for 100 each. These were bookstore orders and not from department stores, which, on a \$7.50 unit is evidence of the merchandise value of the book and real Christmas buying. The limited edition at \$27.50 was oversubscribed before publication. A new supply of books will be available on Wednesday, December 11th, and all re-orders will then be filled. Front page reviews, a huge publicity, a 30,000 circularization through the trade, and the greatest spread of holiday advertising ever allotted by Norton to a Christmas book are all going to help holiday sales.



From the Yale Press comes last-minute word that Charles Seymour has written a new book "American Neutrality 1914-1917," an answer to the Walter Millis school of thought. They regard the book as of such immediate importance in view of the present neutrality legislation in Washington that it has been brought forward from the spring and rushed through at top speed for Tuesday, December 17th, date of release at \$2.00 list. Professor Seymour's "Diplomatic Background of the War," with better than 20,000 sales, tops the record for any book published by the Yale University Press. Advance orders on "American Neutrality" will receive 40% discount.



The Hartney Press, a subsidiary company to Popular Publications, publishers of pulp magazines, was discontinued November 15th. Hurd Whitney, who headed the firm, is now covering the suburban territories for Doubleday, Doran & Co., Farrar & Rinehart and Harper & Brothers. The Hartney Press was

organized last January to publish books primarily for distribution through circulating libraries.



Lillian Lustig, for some years head of the manufacturing department of Simon & Schuster, and more recently with the Hartney Press, has joined the staff of the Limited Editions Club. She will serve as general office manager and production manager of the Heritage Press.



Philip Creswell, sales manager of the English office of McGraw-Hill, is visiting New York for his first American business trip.



Philip Unwin, of George Allen & Unwin, has made his New York headquarters for his three weeks' visit at the Harvard Club.



The Modern Library, Inc. is planning to issue eight new titles during the first six months of 1936: "Barren Ground" by Ellen Glasgow; "Dead Souls" by Nikolai Gogol; "The Portrait of a Lady" by Henry James; "Barchester Towers and the Warden" by Anthony Trollope; "The Complete Works of Horace"; and three *Giants*: "The Complete Plays of Gilbert and Sullivan"; "Capital" by Karl Marx; and "The Origin of Species and the Descent of Man" by Charles Darwin. Five titles will be dropped from the list January 31, 1936: "Beyond Life" by Branch Cabell; "Short Stories of Balzac"; "The Art of Rodin"; "Selected Prejudices" by H. L. Mencken and "Old Calabria" by Norman Douglas.



J. B. Lippincott & Co. have announced a contest for letters about "The Story of Huey P. Long" by Carleton Beals. The contest will close December 21, 1935. First prize will be \$50; second and third prizes will be \$25 each. The conditions are as follows: "First read Carleton Beals' inside story of the man who was America's greatest threat to democracy. Then write (in not more than 500 words) what you think would have happened if Huey Long had become President, and what you think will now happen under the present administration." All entries should be addressed to Contest Editor, J. B. Lippincott Co., Washington Square, Philadelphia.

Lawrence Marks, formerly manager of Altman's Book Department, has joined the promotion staff of the *Herald Tribune*. Rose Jeanne Slifer is now the manager at Altman's.



John D. McGrew, who for several years has represented E. P. Dutton & Co. in the library field in the Middle West, has resigned his position with the company. Beginning the first of the year Mr. McGrew, who lives in South Norwalk, Conn., will devote his entire time to calling on public libraries with the books of a few outstanding publishers.



On Thursday, December 12th, the New York *World-Telegram* will carry a full page devoted to books, in addition to its regular page opposite editorial. This special page will carry an illustrated caption, approximately 3 inches deep and extending across the page reading "Books—the Ideal Christmas Gift." Editorial matter dealing with books will be centered on the page, surrounded by advertising.



Alton Cook, Radio Editor for the New York *World-Telegram*, in his column last week said that Alexander Woollcott may disappear from the radio before the end of next month. The reason Mr. Cook gives is that Mr. Woollcott's sponsor feels that he has been speaking too freely on racial questions for one thing and on Mussolini for another. The contract, says Mr. Cook, runs through December, and, unless matters are straightened out, there will be no renewal. The chances are, however, that Mr. Woollcott will find another sponsor, should this occur.



Walter Duranty, author of "I Write as I Please", writes Simon & Schuster from Antwerp that he will leave there shortly for London, Rome and possibly Moscow. Mr. Duranty is preparing a series of articles on "Europe in the Shadow" and is also at work on a novel.



Simon & Schuster also report that they have signed a contract with Morris Ernst, who is acting as attorney for Doubleday, Doran in the Feld-Crawford case and who has always been active in book trade matters, for a book on the American Constitution, to be published next spring.

Many persons have written to Harper's to find out whether the American edition of "Man, the Unknown" was translated from the French edition, which has recently been published. Dr. Carrel tells his publishers that he first wrote the book in French, his native language, and then rewrote it himself in English.



"Records of the Life of Jesus" by Henry Burton Sharman which was formerly published in this country by the Association Press, is now published by Harper & Brothers.



Marion Saunders, agent in the United States for P. L. Travers, tells us that a German edition of "Mary Poppins" has just been published under the title "Jungfer Putzig." A Swedish edition has also been published and an Italian edition will shortly appear.



New gift editions of Will Rogers' "Il-literate Digest" and "Letters of a Self-Made Diplomat" were published on December 4th by Albert & Charles Boni. They will sell for two dollars the set colorfully boxed, or \$1 a volume.



Alfred A. Knopf has sent the fifth edition, 10,000 copies, of Clarence Day's "Life with Father" to press. This brings the book into its 98th thousand.



Dutton's half page advertisement in the comic section of the New York *Herald Tribune* was so successful in selling the \$1 editions of the Milne books that an additional \$5000 has been appropriated for advertising these books during December. There will be a half-page ad in the comic section of the New York *Daily News* on December 8th in addition to the half-page in the New York *Times Book Review* and the full page in the *Herald Tribune Books* on December 1st. There will also be heavy advertising in Chicago and New York daily papers.



Beginning with the current list all Kendall & Sharp books will be provided with a silk book-mark which, it is hoped, will keep the books free from dog-eared pages. The firm has adopted the slogan "The Book-Mark is our Trade-Mark."

*Bookshop Notes*

SOME SORT OF RECORD was broken last Monday afternoon when Alexander Woollcott made his only bookstore appearance of the year at the J. W. Robinson Co., in Los Angeles. When the dust had cleared and the last customer departed, Phil Kubel, the manager, found that the store had sold, in that one day, 1,000 copies of "The Woollcott Reader" in the regular edition, 50 copies of the leather edition, and 200 copies of "While Rome Burns." Mr. Woollcott told his publishers some time ago that he would only appear in one bookstore this year and Robinson's was the first to make a request.



Last year Lesley Frost wrote for the *Publishers' Weekly* a story, describing the establishing of Maddox House, a house of books at Rockford College. Miss Frost writes that the venture has been a great success and now a second large floor has been added to the book space. "This is now known as the Old Book Room. It is furnished in an old English book shop fashion—Dickens period or thereabouts. The shelves run from floor to ceiling on every available wall. And on the shelves stand our particular pride and joy of the moment, a collection of old books bought in England this summer."



Jacob Blanck, for the past six years assistant to the late Merle Johnson, author of "American First Editions," "You Know These Lines!" etc., has taken space with G. A. Baker & Company at 480 Lexington Avenue, New York. Mr. Blanck intends to specialize in the field of nineteenth century American fiction and poetry.

*New Shops*

*Butte, Mont.*—The Sullivan Book Shop is at 49 W. Broadway and not 94 W. Broadway as originally reported.

*New York City*—David Moss, formerly of the Gotham Book Mart, and more recently a member of The Moss and Kamin Bookshop, now dissolved, has opened The Nonesuch Bookshop at 16 East 54th Street. Mr. Moss will continue to specialize in modern firsts and limited editions, books on art, the theater and kindred subjects, and distinctive current publications. Dealers and publishers are requested to send their catalogs.

*Obituaries*

## RAE DELANCEY HENKLE

RAE D. HENKLE, publisher, died on November 28th, at the age of 52. From 1903 to 1927 when he entered publishing, Mr. Henkle was a newspaper reporter and editor. He was for several years on the Cleveland *Plain Dealer* and then came East where he was successively assistant editor, Sunday editor and foreign editor of the New York *Herald* from 1913 to 1919, and from 1919 until 1925 he was managing editor of *The Christian Herald*. He started his publishing firm in 1927 under the name of Rae D. Henkle & Co. with offices in the Bible Building. In September, 1930, he went bankrupt and his assets were sold at public auction by the Irving Trust Company, as receiver. In December of that same year the new firm of Rae D. Henkle, Publisher, was organized to take over the list of Rae D. Henkle Co., Inc., with offices at 381 Fourth Ave. All the assets of the old company were acquired. Three years ago, Mr. Henkle published "The Mother" by Yusuke Tsurumi, the first contemporary Japanese novel to be issued in an English translation in this country. He also published the first book to be printed on paper made of cornstalks, "Farm Products in Industry" by Dr. George M. Rommel. He is survived by his widow and a daughter, Henrietta, who was associated with him in the business which will be continued.

## M. CAREY THOMAS

M. CAREY THOMAS, president emeritus of Bryn Mawr since 1923, died on December 3rd at the age of 78. She was the first dean of Bryn Mawr which she organized with Dr. James E. Rhoades in 1885, and its president from 1894 to 1922. As president of Bryn Mawr, Miss Thomas was probably the first head of a woman's college to come out publicly for woman's suffrage. That was in 1896. The following year she became president of the National Collegiate Equal Suffrage League and remained its head until 1913. She was the first woman trustee of Cornell, of which she was a graduate, and a life trustee of Bryn Mawr. She received many honorary degrees, among them an LL.D. from Johns Hopkins, the only woman ever to get that degree from the institution. Despite the strong prejudice against higher education for women, she was successful in

receiving from the University of Zurich her Ph.D. summa cum laude, said to have been the highest scholastic honor achieved by a woman up to that time (1882). She was the author of "The Education of Women," "The College," "The New Pedagogy," and "The Duties of the State and Higher Education." She was at work on her autobiography at the time of her death.

#### DR. JAMES H. BREASTED

**DR. JAMES HENRY BREASTED**, archeologist and one of the foremost historians of the Egyptian and Hittite cultures, died on December 2nd at the age of 70. More than any other contemporary archeologist Dr. Breasted helped uncover the history of an antique and legendary civilization. After an extensive education here and abroad, Dr. Breasted was appointed assistant in Egyptology at the newly founded University of Chicago in 1894. In 1901 he was appointed director of the Oriental Museum and in 1905 he became full professor of Egyptology and Oriental history. Already recognized as a leading authority on Egyptology, Dr. Breasted was commissioned in 1900 by the academies of science in Germany to complete hand copies of all Egyptian inscriptions in European museums as material for a compendious hieroglyphic dictionary projected by German savants and endowed by the Emperor. Later he made English translations of all the historical inscriptions of Egypt, which were embodied in a work of five volumes "Ancient Records of Egypt." He organized his first expedition to Egypt in 1905 and copied all existing inscriptions on monuments along the Nile. In the research boom that followed the discovery in 1922 of King Tut-anhk-amen's tomb Dr. Breasted had little trouble gaining funds for excavation projects in Asia Minor. Within five years he was in command of five separate expeditions financed chiefly by Mr. Rockefeller at a cost of several millions. In 1925 Dr. Breasted was relieved of his duties as professor of Egyptology and Oriental history at the University of Chicago to assume full charge of the work of the Oriental Institute, which he had created at the University in 1919 for undertaking systematic investigation of the early history of civilization. Early in 1927 he secured funds for a five years' campaign of excavations among the ancient Hittite cities of Asia Minor. He already had dispatched an expedition for the

excavation of the ancient fortified town of Armageddon, in Palestine, the famous "battle ground of the ages." Perhaps his most singular contribution to history was the reconstruction from scanty records and historical inscriptions of a vivid account of the Battle of Armageddon. In that same year (1927), another Breasted expedition was digging at another great quarry of history, a temple east of Luxor, which contained vast walls inscribed by Rameses III at about 1200 B. C. with the story of his wars. The expedition unearthed the palace Medinet Habu and the royal offices of Rameses III. At Luxor, Dr. Breasted built his Egyptian headquarters, called "Chicago House" and the Rosenwald Library. Nearly 2,000 miles from Luxor, in Persepolis, the ancient capital of Persia, another group discovered under twenty-six feet of rubbish and masonry, debris from the palaces which were fired in 330 B. C. by Alexander the Great, a wealth of sculpture dating back to Cyrus the Great and said to contain the earliest specimens of art found in Asia.

Dr. Breasted translated in 1927 the oldest scientific book in the world, the Edwin Smith Papyrus, an Egyptian surgical treatise dating back to 1600 B. C. He devoted six years to the task. He wrote many historical works, some of which are widely used as textbooks in schools and colleges. Some of his most important books are "The Conquest of Civilization," "The Dawn of Conscience," "The Origins of Civilization," "Ancient Records of Egypt," "A History of Egypt," "Development of Religion and Thought in Ancient Egypt," "A History of the Early World," "Outlines of European History" and "History of Europe, Ancient and Medieval," the latter two written in collaboration with Dr. James Harvey Robinson.

#### Auction Calendar

**WEDNESDAY EVENING, DECEMBER 11TH, AT 8 P.M.**  
Rare books and autographs from the estate of Ethel Leary and Mrs. Charles Weegham, and Part I of the Library of Morris Slavin, with additions. Plaza Art Galleries, Inc., 9-11 East 59th St., New York City.

**THURSDAY EVENING, DECEMBER 19TH, AT 8 P.M.** Part II of the Library of Morris Slavin, with additions. Plaza Art Galleries, Inc., 9-11 East 59th Street, New York City.

**SATURDAY AFTERNOON AND SUNDAY EVENING, DECEMBER 16TH AND 17TH, AT 2 P.M. AND 7:30 P.M.** The valuable library of the late Horace de Young Lentz, including 100 sets of standard authors in fine bindings; rare first editions of Conrad, Crane, Stevens, Whitman and others. A collection of Lincoln and Lincolniana, a leaf of the Gutenberg Bible, manuscripts of Stevenson and others. Samuel T. Freeman & Co., 1808-10 Chestnut Street, Philadelphia, Pa.

## Some Best Sellers of the Week

IT CAN'T HAPPEN HERE, by Sinclair Lewis.  
*Doubleday, Doran*, \$2.50.

Leading in N. Y., Atlanta and St. Louis stores according to the *Times* and the best seller on Baker & Taylor's latest report.

SILAS CROCKETT, by Mary Ellen Chase. *Macmillan*, \$2.50.

Big gains during the past week. Boston and Washington join Philadelphia in naming it their best selling novel.

EUROPA, by Robert Briffault. *Scribner*, \$2.75.

Steady leader of all fiction at the American News Co. Eleventh printing.

EDNA HIS WIFE, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.

Outsold all other novels in Chicago last week, reports the *Times*. Second on the Baker & Taylor list.

VEIN OF IRON, by Ellen Glasgow. *Harcourt, Brace*, \$2.50.

Slipping a little on the weekly lists, still our own best seller reports coming in from stores all over the country indicate that it will be second only to Sinclair Lewis for the month of November.

SPRING CAME ON FOREVER, by Bess Streeter Aldrich. *Appleton-Century*, \$2.

Selling well everywhere. Fourth printing.

THE STARS LOOK DOWN, by A. J. Cronin. *Little, Brown*, \$2.50.

Listed in the *Times* by N. Y., Boston, Chicago, and St. Louis stores.

BUTTERFIELD 8, by John O'Hara. *Harcourt, Brace*, \$2.50.

Going strong in the key cities.



NORTH TO THE ORIENT, by Anne Morrow Lindbergh, \$2.50.



There's no doubt about this being the best seller in non-fiction.

SEVEN PILLARS OF WISDOM, by T. E. Lawrence. *Doubleday, Doran*, \$5.

Nor that this is the runner-up.

MRS. ASTOR'S HORSE, by Stanley Walker. *Stokes*, \$3.

This filly is sprinting like mad. It's listed first by one city in the *Times*, second by three and second on two wholesalers' lists.

LIFE WITH FATHER, by Clarence Day. *Knopf*, \$2.

A fifth printing of 10,000 makes a grand total of 98,000.

MAN THE UNKNOWN, by Alexis Carrel. *Harper*, \$3.50.

Excellent sales everywhere. Eighth printing.

## Candidates for the Best Seller List

VALIANT IS THE WORD FOR CARRIE, by Barry Benefield. *Reynal & Hitchcock*, \$2.

Leading fiction favorite in New Orleans; second at the American News last week; and now selling in its 22nd thousand.

VICTORIOUS TROY, by John Masefield. *Macmillan*, \$2.50.

Listed in the *Times* by Boston and Washington stores.



THE TWENTIES, by Mark Sullivan. *Scribner*, \$3.75.

Good sales everywhere.

OLD JULES, by Mari Sandoz. *Little, Brown*, \$3.

These two books are both scheduled for best seller-dom on our monthly list, coming next week—a few more stores yet to be heard from.

SEVEN LEAGUE BOOTS, by Richard Halliburton. *Bobbs-Merrill*, \$3.50.

Beginning to show up more and more on weekly lists. Outsold all other non-fiction during November at R. M. Mills Bookstore in Nashville.

I WRITE AS I PLEASE, by Walter Duranty. *Simon & Schuster*, \$3.

Has led non-fiction at Brentano's, N. Y., for the past two weeks.

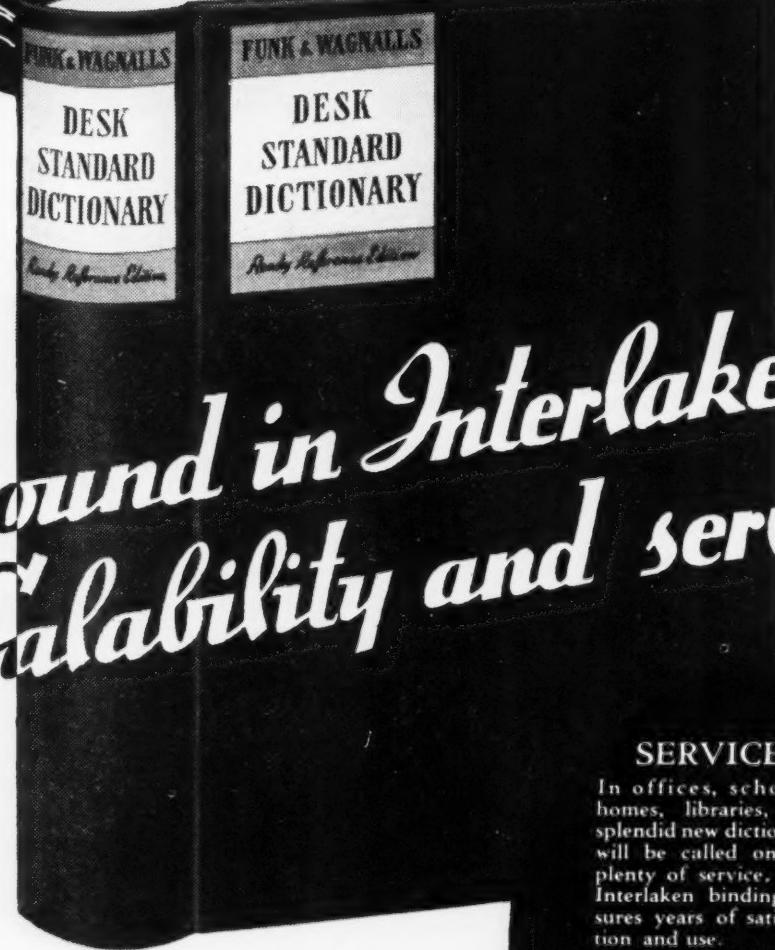
SALAMINA, by Rockwell Kent. *Harcourt, Brace*, \$3.75.

After a slow start this is beginning to show up among the leaders. Eighteen stores, so far, of those sending us their November best seller lists, tell us it is among their first ten.



## Funk & Wagnalls new Desk Standard Dictionary

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# BOOKMAKING

IN THE FIRST ISSUE OF EVERY MONTH

*News and Views for Those Interested in the Production of Better Books*

## Lo, the Poor Illustrator!

*He Has a Variety of Problems and Must Be a Walking Encyclopedia*

ROBERT LAWSON

HAVING BEEN AN ILLUSTRATOR for a little over twenty years, I, my family, and most of my friends have become resigned to the fact, and have ceased to regard it as a strange and questionable profession, half way between "boondoggling" and interior decoration.

Admitting it to strangers, however, usually brings on such a flood of questions as to convince me that the reading public, on the whole, is very much in the dark on the whole subject of illustration. How the illustrator works, how and why the drawings are what they are, and by what magic they arrive on the printed page are great and intriguing mysteries. The only facts of which they are certain is that we lead irregular and rather dissolute lives in lofty, over-decorated studios, surrounded by flocks of seductive "artists' models."

I have made a list of the usual questions and will try, by answering them, to make clear at least a few of the illustrator's problems which seem to puzzle most people.

Of course, in doing this, I can only speak for myself. All of us have different points of view and different methods of working, so I hope that nothing said here will be held against me.

The first, the inevitable query is "Do you read the book first?" Just how they think one can illustrate a book without first reading it is wholly beyond me. I will make no attempt to analyze the mental processes, or lack of them, which prompt this invariable question. They then proceed to cite numerous instances in defence of the question, which

have proved to their satisfaction that the illustrator had never read the story, or had read most carelessly. A careful analysis of these instances has convinced me that, in about ninety-five cases out of a hundred, it is the reader who has done the careless reading; in four cases there is a question as to the mistake, and in the remaining one case the illustrator's error is unimportant and trivial.

I would like to say most emphatically that the illustrator does read the manuscript—many times before, and all during the process, so that by the time the illustrations are finished, the manuscript is usually a ratty, dog-eared mass of paper; and long passages of the text have been unconsciously committed to memory. I might also add that I have occasionally found mistakes and inconsistencies in the text, unnoticed by both author and editor. Naturally, I point these out with great glee. Just to convince yourself of the careful study of the text which is necessary, try this little game some dull winter evening. Take an unillustrated book—pick out an incident which you would like to illustrate, and then make a list of all the different things which will have to go into that one drawing and where you found them. Notice how far afield you must go and how carefully you must search the text to find what you need, and also how much you must add to make it a completed illustration. You will be surprised.

In point of frequency the next question is—"How do you go about it? How do you select the incidents you wish to illustrate,



*To draw this illustration for "The Golden Horseshoe" by Elizabeth Coatesworth, Mr. Lawson had to reproduce, correctly, the costumes and architecture of Colonial Virginia*

and having chosen an incident, how do you know what things to put into the drawing to make its meaning clear?"

This is a more difficult question and can only be answered in part. In the first place it brings up the whole question of just what is meant by illustration—is it merely to do in pictures what the author has already done in words, or to go on and carry out in a pictorial and decorative form the spirit and atmosphere the author can really only suggest? The infinite detail which it is possible to put in a drawing to enhance the scene, would, all too often, if written, hopelessly retard the action and drama of the narrative. To my mind this is the true function of the illustrator. He must steep himself in the atmosphere of the book, and then transfer that feeling to his drawings. I do not mean this in any vague or Bunthorne-like way, but, deliberately, consciously, he must plan his arrangement, handling, technique and color to reproduce the spirit of the written words; so

that even if the drawings are merely decorations, without any of the characters, settings or accessories of the story they would still convey the particular temper of the book.

How this is done cannot be explained any more than an actress can explain how she creates a character from the few words the playwright has put in her mouth.

I can, however, explain the mechanics of going about the illustration of a book.

First, the illustrator reads the manuscript once or twice, without any thought of definite illustrations—simply to see what it's all about and to gather the general atmosphere. Then he usually goes through it again, and picks out those incidents which simply *demand* to be illustrated, either because of their dramatic or atmospheric qualities. Then he goes through it again, and, according to the number of drawings allowed by the publisher, either subtracts some or adds more to help carry out the action and spirit of the text.

The next step, usually, is to make a dummy the exact shape and size of the book, and to plan, roughly, the drawings themselves in their proper sizes and places.

Then, with the drawings in this tangible form, he goes through this dummy again, adding here, eliminating there, until the drawings would, taken by themselves and without the text, give a very clear idea of the feeling and progress of the story. Then all that remains is to plan more carefully and, finally, to do the individual drawings themselves.

The last and most difficult questions are—"How do you know what to put in the drawings? What made you think of this arrangement or that point of view? Of this costume or that funny face?"

These last, of course, any illustrator can answer only from his own point of view, and, even then, not very clearly.

For my own part I can say that only twice in something over twenty years has a definite idea for a drawing come out of thin air by the process called, I believe, inspiration. It has always come by sitting down with paper and a pencil and actually thinking about the subject; by scratching and rubbing out and starting again. Eventually some combination of scratches and smudges, of irritation or desperation will stir a memory of something once seen, which will suggest an arrangement or a point of view, and from then on it is simply a problem of building this up and

elaborating upon it until the desired result is attained. I should say, approached—it is never attained.

The life of any illustrator, I am sure, is an endless process of observing and stowing away in some curious rag-bag part of his mind, all the thousands of ill-assorted facts and impressions that he will sometime be called upon to use. All his waking hours he passes in what is usually considered a rather vacant daze—observing strange faces; how different sorts of shoes wrinkle; clothes, people, lights and shadows; how a plumber carries his tools and what sort of horses pull milk wagons.

The landscape painter places himself before a landscape and paints it; the portrait painter paints a stout lady who places herself before him to be painted.

But the poor illustrator may, at any moment, be called upon to dive into his memory and produce, correctly and recognizably drawn—a coast guard cutter or a razor blade, an Egyptian princess, a Chinese junk, a Christmas tree with all its candles, a circus parade or a little girl eating spinach.

In addition to the memory rag-bag, he must also have at hand or know where to locate quickly, a tremendous amount of data; costume, architecture, furnishings, anatomy of man, bird, beast and reptile; marine architecture, and a hundred other things, either in book form, or in clippings filed away and classified. And no matter how much of this he may have some author or editor will demand details which just cannot be located.

It is all very well for an author to mention a Roman centurion in gleaming armor driving by in a chariot, and for an editor to demand it in an illustration; but at twelve o'clock of a Sunday night with the drawing due Monday morning things are difficult for the illustrator if he cannot locate all the details. Just what was the correct costume of a centurion of the Tenth Legion in 85 B.C.? How many spokes were there in a Roman chariot wheel? What

sort of harness did the horses wear and how many horses were there? Lacking any definite information there are then only two courses open to the illustrator—one is to use lots of dust clouds and movement to hide all details of which he is uncertain; the other is to go ahead and, as well as he knows how, with elaboration and thoroughness, make his mistakes so convincingly that no one will know that they are wrong. Some one will, of course, and write an unpleasant letter.

I once did a cover in which appeared a cotton bale. I had thought I knew what one looked like, and drew it accordingly, but made the grave mistake of making the steel bands run around it in both directions—this called forth quite a long editorial in a Texas newspaper. However, most of the editor's spleen was directed at the author of the article, who had made several misstatements and should have known better—I was only an artist and not expected to know anything.

Many telephone calls I have made or answered at strange hours of the day and night. "How many stripes are there on a Lieutenant Commander's sleeve? What year was Dick Turpin born? Have you a picture of a 1909 Ford? Have you any sea gulls?"

I have jotted down, from memory, a short list of things which had to be looked up for one small book I have just finished illustrating—this does not include the dozens of de-

tails with which I was already familiar, but is composed only of objects which had to be very correctly drawn and historically accurate.

An early Revolutionary flag.

A galleon.

A kettle drummer of the Royal Horse Guards (uniform, horse trappings).

Two privates of the same regiment.

Architecture of a London street in the year 1690.

Boy's and woman's costumes and hair arrangement—American, 1840.

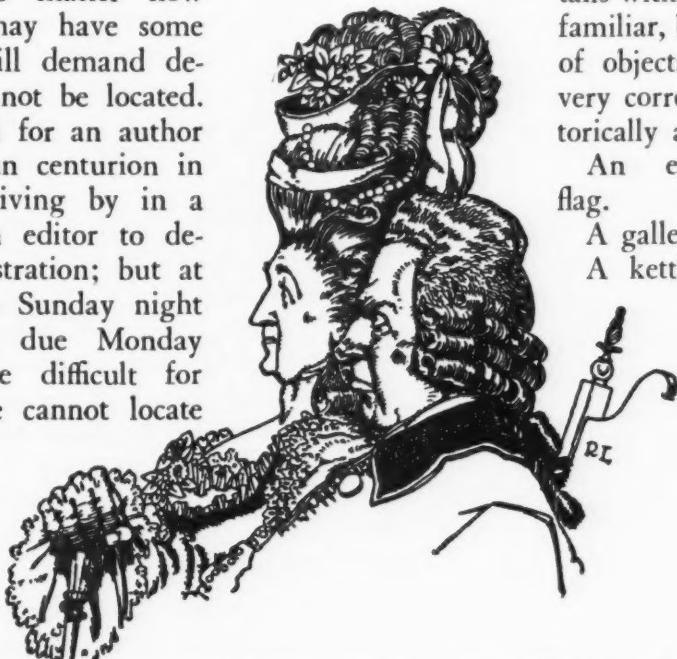


Illustration by Robert Lawson from "Drums of Monmouth" by Emma Gelders Sterne, again showing how correctness of detail must be observed

Details of the Three Wise Men (costumes, camel's trappings).

Architecture of a street in Cracow—Polish cavalry officer and two peasants.

Pirate schooner—flintlock naval pistols, cutlass.

Flute, bass viol, violin, bass drum, and positions of musicians playing same.

Full rigged ship and a lighthouse.

Indian cradle—details of cones and needles of western hemlock.

Flintlock rifles of 1845, powder horns, etc.

Squirrels, chipmunks and birds.

A branch of cherry blossoms—Japanese girl's costume and hair arrangement.

Boy scout uniform.

Beside the question of accurate details there are often questions of the meaning of things. One editor whom I am very fond of otherwise, has a habit of always sending me poems and articles to illustrate which are so involved in subject that none of the editorial staff can agree on their exact meaning. I am not only supposed to understand them, but to make a drawing which will make them more clear to the readers. It is not really very difficult because no drawing could make them more obscure, so almost anything will make them clearer.

I almost rebelled, however, when he sent me an article entitled "Life After Death," and then warned me over the telephone to be sure to observe the usual editorial taboos—"Don't make the figures in the drawing look dead (that's gruesome)."

"But they are dead," I protested, foreseeing trouble of the most subtle nature.

"Yes, of course," came the reply, "they are dead, but you must make them so people will realize they are dead, and yet alive—it's 'Life After Death,' you see."

I did see, but it was quite a problem.

It is, perhaps, this variety of problems, and the never ending succession of new and different things to be done that makes the profession of illustration so fascinating. The illustrator becomes immersed in a new book, a story or a commercial job and is practically away somewhere for two days, or a night, a week or a month or more. He comes up for air, looks about a while, and then is gone again, into some new delirium of work. Months and years slip by, and he suddenly notices that the George Washington Bridge

has been completed, that Radio City has been built, and that fashions have changed.

He makes a mental note of them for future reference, and is off again on a new and different adventure in the world of his own. Perhaps creating visions of the cities and people of the future; or recreating glorious deeds and golden times that are past. Hand in hand with the author he treads the far high fields of the imagination or penetrates the breath-taking realms of science or industry. Whether he is reliving the dark days of the Revolution, campaigning with Marlborough, selling beer or cigarettes to New Yorkers, or viewing with Melville or Stevenson new lands and strange seas, he is, for a while, living that life and seeing those scenes.

That is why so many illustrators seem uninterested in minor politics and "world movements," and advertising patter, and why they often forget to tie their shoe laces.

## Lectures on Edition Bookbinding

THE FIFTH ANNUAL J. M. Dent Memorial Lecture was delivered on October 25th at the London School of Printing by Douglas Leighton. The English booktrade was very fully represented on the occasion of the fifth of this important series of lectures.

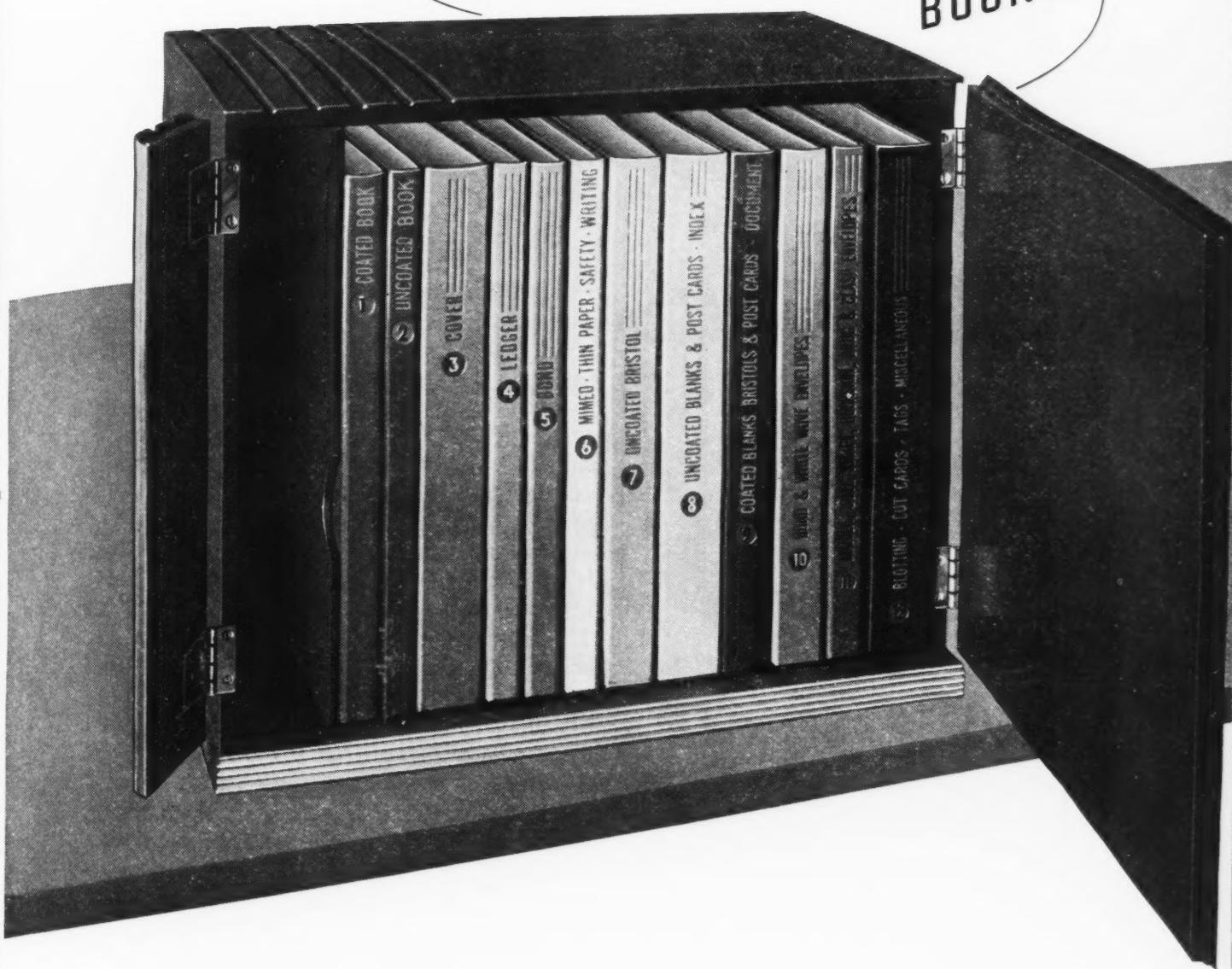
Mr. Leighton confined his discussion of binding to edition binding, of which the history, as he pointed out, goes back no further than the early part of the nineteenth century. It was then that manufacturing methods took such a turn that it was possible to see that a new trade had been born, a trade which differed vitally from what had gone before, opening new vistas to adventurers in books and one of genuine benefit to the reading public. These changes took place in the years around 1825. There had already developed the method of distribution in a succession of parts with the expectation that the subscribers would ultimately bind these.

Mr. Leighton discussed in detail the meaning of board bindings and the processes used, a discourse that is extremely valuable to the student of the history of bookmaking and also to the collector of early books who needs detailed knowledge as to methods of book manufacture in earlier periods.

The lecture is available in the small attractive format which has been adopted by Oxford University Press in this country for this series of lectures.

# HOLLISTON *Roxite*

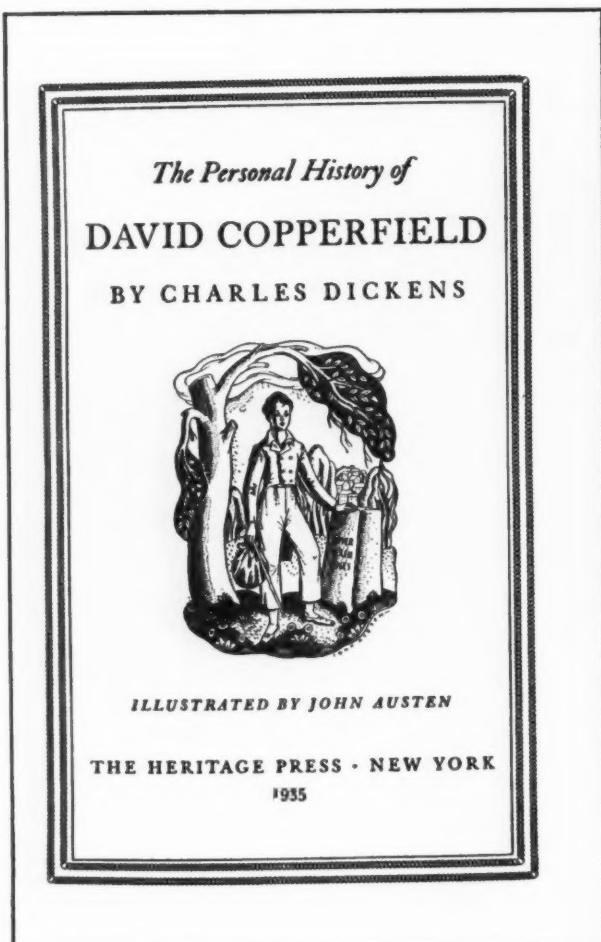
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# Full Trim: A Bias on Current Bookmaking

EVELYN HARTER



*Title-page from one of the new Heritage Press books*

THE APPEARANCE of the "gift" book on the counters in large numbers is familiar as one of the packaging stunts of the Christmas season. As the public becomes more interested in the appearance of books, there is a tendency on the part of publishers to trade on that small knowledge which is a dangerous thing. Leather (skiver) bindings, rag (10%) paper and illustrations (sic) figure largely in the colophons of these books. They are purchased in gratifying quantities. Indeed, in some respects the "gift" book bids fair to take its place alongside that other national institution, "Turkey with all the fixin's." The book, too, should preferably be a large bird, well-stuffed, with plenty of condiments.

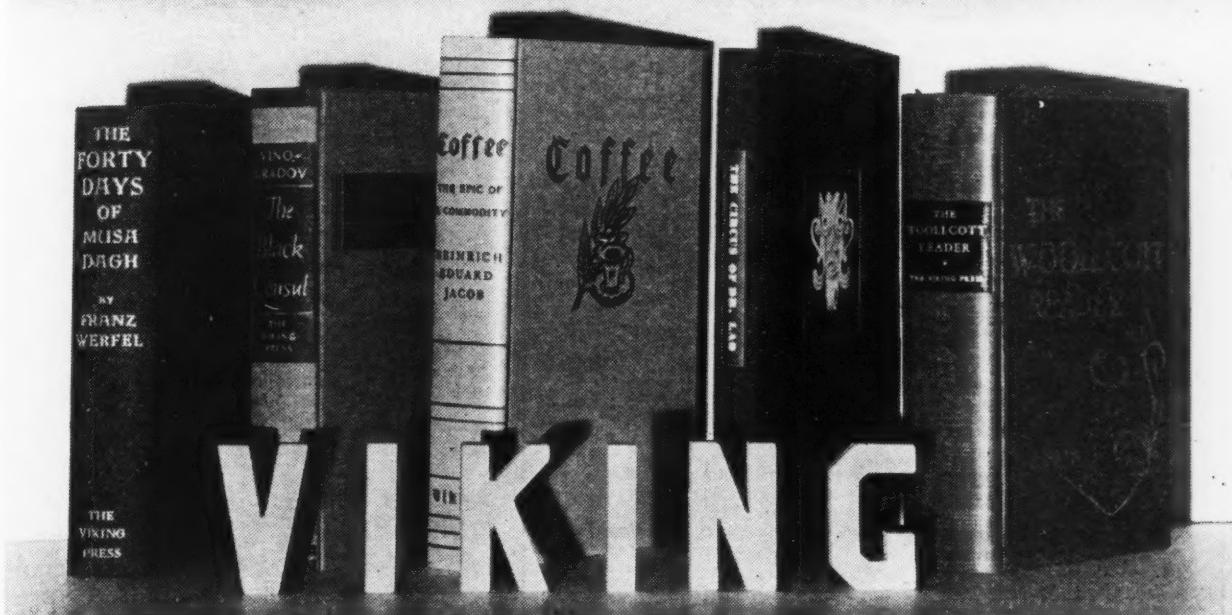
Assuming that everyone who reads this magazine believes in books as the best of Christmas presents, we might try to find out where the "gift" book and good typography part company. First, to find out why they are purchased, we must go back to the frame of mind of the Christmas shopper, whose list reads:

Jamie—red wagon.  
Dad—garters.  
Aunt Emma—book.

The Christmas shopper has probably got no further than thinking "book" until she reaches the store and is confounded with aisle upon aisle of bright volumes. She reels among them for a few minutes until the salesman comes to her rescue. In response to his questions, she is only half articulate. Is it any wonder that when he produces a copy of, say "Pendennis" bound in the cheapest possible leather, with quantities of gold on the backbone, boxed, and full of color illustrations, she breathes a sigh of relief. It's a safe bet. It will look all right on Aunt Emma's shelves even if she never reads it. The insides must be all right, because it is a classic—Thackeray used to be one of the names in the "Authors" deck.

Aunt Emma, however, lives in an apartment which incorporates the best features of modern furniture; she dresses with a certain amount of style, reads Undset, Mann, Strachey, Malraux and Wolfe, and although she has never studied printing, she knows a blatant-looking book when she sees one. Aunt Emma sighs and makes a note to remember to put her "gift" book out on the table when the family comes to visit.

The Christmas shopper rarely realizes that the reason she should be able to get more for her money when she buys a classic than when she buys a current book is that the classic is no longer in copyright and therefore not subject to royalty payments. Since it is presumably worth having for a long time, this extra money should go directly into providing good materials and into planning



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•  
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•  
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Selling Agent

Albert D. Smith & Co., 290 Broadway, New York



## X. Aims, Materials, Procedures, Attainments from Grades Two to Six Inclusive

### I. General Aims and Objectives of School Music

**G**HIS book concerns itself chiefly with the place of Gregorian chant in the elementary school and recommended procedures for teaching it. It should be understood that this recommended plan, based as it is on The Catholic Music Hour series, includes a balanced study of both Gregorian chant and secular music. The aims and procedure for the general music course as outlined in Teacher's Guide for the Fifth Book, Chapter Three, pages 8 to 10, include the consideration of music's contribution to the development of the pupil: (a) aesthetically; (b) emotionally; (c) socially; (d) morally and ethically. The course aims also to provide such technical training as will enable the pupil to read simple music, to develop an appreciation of good music, to provide inner resources for the worthy use of leisure time, to stimulate creative interests and provide opportunity for their expression, and to relate music with the child's life in school, home, and church. Such a program contemplates music as one of the most important integrating factors in the curriculum. The consideration of the place of Gregorian chant in such an integrated course in music leads to the following aims and objectives.

### II. General Aims and Objectives in the Study of Gregorian Chant

1. To create a knowledge and love for the Church's official music and to build up a repertory of chants suited to each child's native capacity and spiritual and mental development, which chants he may use at home, at school, and at liturgical functions in church.
2. To give the child such a background of skills in handling tonal and rhythmic problems that he may learn to read and sing independently from liturgical music books, in both modern and Gregorian notation, the music meaning that is there. His musical intelligence is not to be confined to the ability to sing a chant with *so-fa* syllables and words, but to read through these symbols for its aesthetic, spiritual significance.
3. To provide the children with delightful, well-organized experience with modern music of the highest type together with the study of chant, both chant and song combining to form a unified musical experience.
4. To bring home to teachers and children alike the fact that while there is a vast difference in the aims, objectives, subject matter, etc., of chant as compared with those of modern music, nevertheless there are points of contact in the mechanics of reading musical symbols from the printed page which make it possible to present the mechanics of both modern and Gregorian music by means of the same natural, pleasant, psychological, and pedagogically sound procedures.

73

Well-planned text page of "The Gregorian Chant Manual" (Silver, Burdette) with text set in Fournier (Monotype), chapter openings in black-letter and section heads in the spirited Blado. The text is legible, in spite of the long line. Note the close, even spacing of the words

and printing the book in a style that will not seem flashy and meretricious by the time another Christmas rolls around. There are many editions of classics which fulfill these requirements most honorably; to mention only a few: the Random House editions of Dostoevsky and Proust, the Limited Editions Club's "Droll Stories," "Marco Polo," "Utopia," and Lakeside Press edition of "Walden" and "Moby Dick," the books of the Nonesuch Press.

These books may be in a higher price range than the Christmas shopper wishes to scale. The fact remains that she is entitled to more honest values in her purchase than she usually gets. She allows herself to be deceived by superficialities—by size, cheap leather, quantities of gold leaf, and a box—instead of thinking of whether the type is

legible and cleanly printed on the page, whether the size of the book is suited to its probable use in an arm-chair rather than on a lectern, whether the book is sturdily bound in an attractive material.

Although we do not expect every sale made during the Christmas season to be guided by these considerations, we believe that if the salesmen in bookstores would appraise such books critically, the result would inevitably be apparent in their recommendations.



Of the six books offered by the Heritage Press to sell at \$5.00 ("Romeo and Juliet," "The Scarlet Letter," "David Copperfield," "The Song of Songs," "A Shropshire Lad," "Manon Lescaut") we find the "David Copperfield" far and away the most satisfactory. The type is large enough for reading ease, the illustrations by John Austen seem exactly right and the pigskin binding is simple and attractive. "The Song of Songs," for all the prodigious pains taken with the printing and the hand-illuminating by Valenti Angelo, seems overdone. "A Shropshire Lad" with its bright decorations by Edward Wilson, and its green endleaves would, it seems to us, have been a fine book but for its exaggerated height.

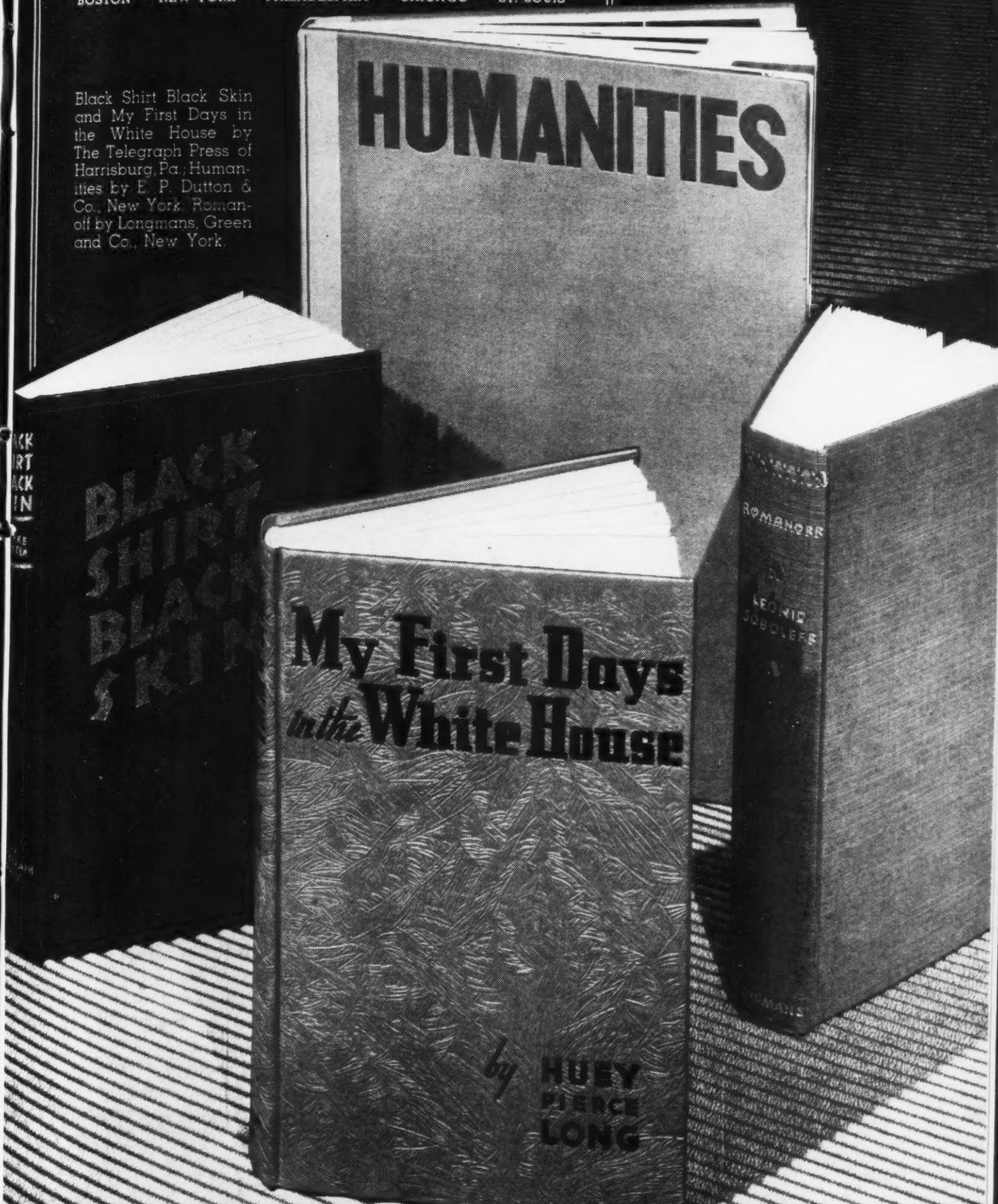


Interesting things are happening these days in the text-book world. The American Institute of Graphic Arts announces for February the exhibit to be called "The Text-Book of the Future" with examples of contemporary design from the United States and eighteen foreign countries which was originally planned by R. R. Donnelley & Sons, The Lakeside Press, in Chicago. American designers have been invited to submit projects. This exhibit should be of lively interest to text-book publishers who are planning to modernize their list. In a field where such intense rivalry exists, no feature which gives

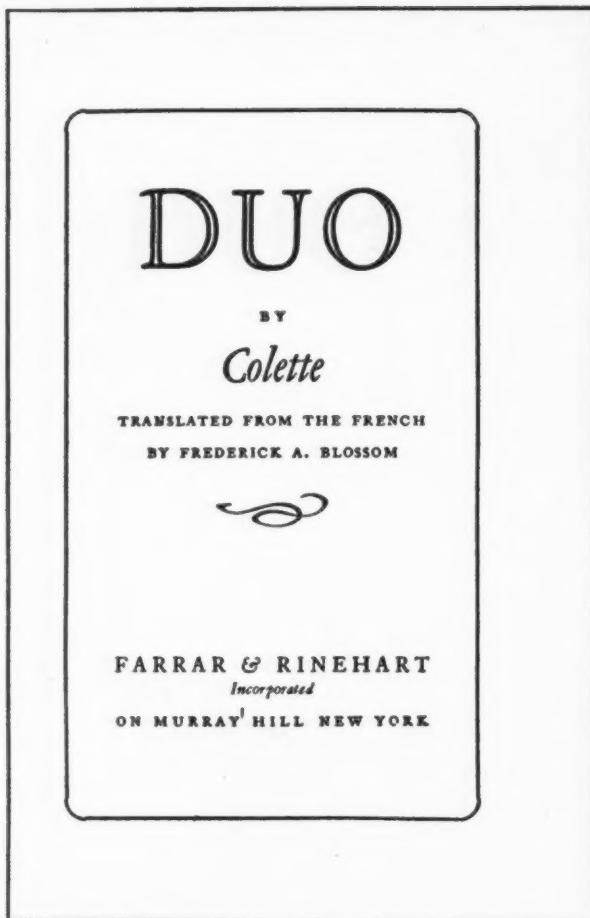
\* **F**OUR books very different in some ways but all dealing with man's attempts to be civilized—interesting reading and interesting books to look at because they are bound in a fabric—color, texture, and stamping—selected with due consideration of the books themselves . . . appropriately bound in Holliston.

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and My First Days in  
the White House by  
The Telegraph Press of  
Harrisburg, Pa.; Humanities  
by E. P. Dutton &  
Co., New York; Roman-  
off by Longmans, Green  
and Co., New York.



HOLLISTON BINDING FABRICS



*A small amount of matter on the title-page is sometimes as hard to handle as too much. This title-page exhibits effective treatment of the problem of short copy*

one publisher a slight edge over another may long be overlooked.

Although among text-books, as among trade books, a really fine piece of writing cannot be downed by the worst format, nevertheless in a highly competitive field of good books on the same subject, it is wiser to have a good-looking book than an ugly one.

We have received several letters objecting to our recent lament to the effect that it was hard to find a title-page in a text-book which looked as though more than ten minutes' thought had been spent on it. Granted that the problem of making a good title-page is usually harder than it is for a trade book because of the large number of professional titles which must appear there, still it should be possible to make title-pages which show more character in the display type, more tasteful disposition of white space, and above all, more *spirit*.

The title-page may not be the most im-

portant page in the book—the ordinary text page is that—but it is usually a ready sign as to whether thought and care have gone into the making of the book. Usually printers charge for setting preliminary matter according to a fixed scale for the various pages—not on a time basis. There is, therefore, no need for routine composition here. The printers expect to have to use foundry type on the preliminaries, and they might as well use good ones. The designer must simply exercise care in getting his layout as accurate as possible before it is set, so that there need be very little, if any, alteration charges.

In this connection we might mention one simple element of importance in planning front matter and bindings—an appropriate, printable publisher's mark. The mark should be of a shape which combines well with other shapes (the old Brentano diamond-shaped mark is an example of one which was hard to combine with other shapes), it should not contain solid areas of black, or if it does, it should have an alternate which does not have these solids, and it should be drawn cleanly by a good draughtsman. If a publisher has a good mark which is easy to use under all sorts of circumstances, he will find himself using it more often, and the public becoming accustomed to it—and often people will remember an attractive mark more easily than they will remember a publisher's name.

We remember once having speculated vaguely for some time on the amoeba-like blot on the title pages of an English publisher, until we discovered accidentally that it was a windmill.

If a mark is solid, it may be used effectively on the backbone, but occasions will be rare when it can be used harmoniously on the title-page. If the mark is attractive, it may often take the place of any other decoration on the title-page—witness the excellent mark of the University of Chicago Press, the several good ones of Doubleday, Doran, the numerous happy reincarnations of the Random House mark, the adaptable marks of the Viking Press and Alfred A. Knopf. If a publisher has a mark which he has used for many years, he will naturally not wish to change it, but a good draughtsman may be able to improve it greatly, without changing its essential character.



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# Books About Bookmaking

HELLMUT LEHMANN-HAUPT

A DESCRIPTIVE BIBLIOGRAPHY OF THE BOOKS  
PRINTED AT THE ASHENDENE PRESS, 1894-1935.  
Shelley House, Chelsea, 1935. 7 Guineas.

This is the last volume from one of the great English private presses that came to life towards the end of the nineteenth century. Started late in 1894, the Ashendene Press precedes even the Doves Press in age. From the beginning, it has been in the hands of C. H. St. John Hornby, who now can look back upon a full forty years of pleasure and toil. Unlike many of William Morris's followers he has remained true to his original concept of a private press. There is a great satisfaction in seeing a man's life work in printing well begun and well ended of his own free choice at a time of his own choosing.

RÉGI MAGYAR GYERMEKKÖNYVEK, 1538-1875.  
By Drescher Pál. Budapest, A Magyar Bibliophil Társaság Kiadása, 1934.

This is an interesting and colorful account of *Hungarian children's books* during the past three centuries and a half. Notable collections of old children's books from many countries have come to America in recent years, and publications of this kind deserve a welcome on the shelves of collectors and librarians.

### *American Printers and Presses*

DON AGUSTIN V. ZAMORANO, Statesman, Soldier, Craftsman, and California's First Printer. By George L. Harding. Los Angeles, The Zamorano Club, 1934. (175 of an edition of 325 copies on sale at the J. W. Robinson Company, Los Angeles, California) \$7.50.

The history of printing in America is very much in the making. In spite of the many old and new attempts to fill up gaps, the picture still presents itself with a very uneven degree of clarity. The beginning of printing in California has been one of the lesser known phases of the spreading of the press in the New World. That this un-

solved question yielded, in the hands of George L. Harding, a scholarly publication of some 300 pages is nevertheless a surprising fact. The simple reason for this is that in order to say anything at all correct about the establishment of the press in California, it was necessary to find out everything possible about the man responsible for it. It so happened that a great deal of new information was found and had to be told about the one-time Acting Governor of the then Mexican Territory of Alta California, Don Agustin V. Zamorano. It was he who more or less incidentally caused the importation of a press, and had some official documentary printing done on it. Thus, the first important publication of The Zamorano Club, bearing the name of its hero, has turned out to be a very complete and carefully written chapter of American History, and, incidentally almost, a valuable record of the beginning of printing on the Pacific Coast.

BARNACLES FROM MANY BOTTOMS, Scraped and Gathered for B. R. By *The Typophiles*. New York, 1935.

A warmhearted generous tribute to a great man, this record of friendship and devotion stands out also as a record of his achievement. Drawn from many sources, originating in many different parts of the country and from men both old and young, intimate friends and colleagues as well as more distant admirers and collectors, these pages in honor of Bruce Rogers have a value far beyond even their present mission of celebration.

BIBLIOGRAPHY OF MODERN AMERICAN PRESSES.  
Compiled and edited by Irvin Haas. Chicago, The Black Cat Press, 1935. \$3.50.

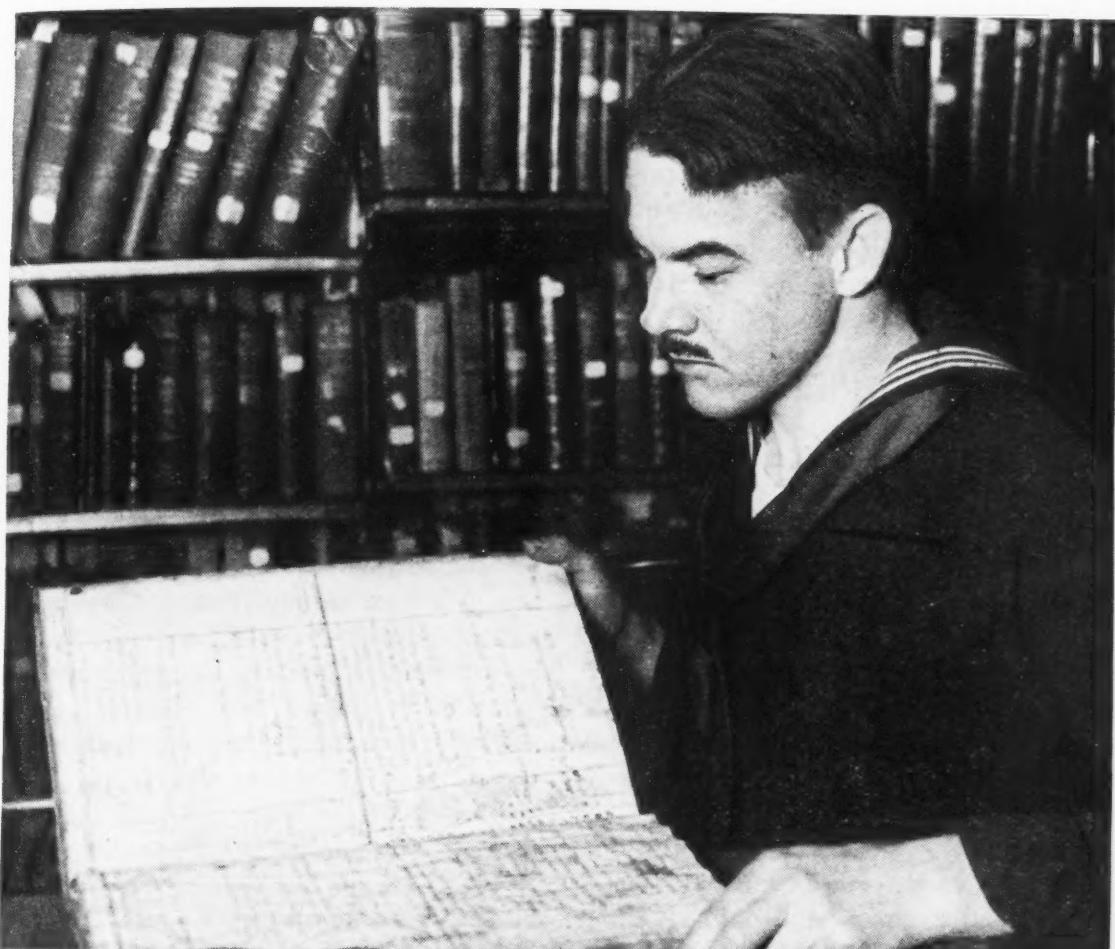
This interesting volume about current printing developments raises several questions in one's mind. With an introduction by Will Ransom, the book presents itself as a legitimate continuation and supplement of that author's "Private Presses and Their Books," New York, 1929, which it follows in general

DECEMBER 7, 1935

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arrangement as well as in bibliographic detail. There is no very specific definition of just what kind of "American Presses" are included in the listing, but one gathers without difficulty that it is the smaller type of establishment, no matter whether running an actual hand press or not, operated usually by the owner with little paid assistance, and interested at least to an equal measure in the physical appearance and in the literary contents of its issues. To publish undeservedly neglected authors, or the work of promising beginners, in a sympathetic format seems to be the motive most frequently expressed by the owners of these presses.

An astonishing amount and variety of activity is recorded for the recent years, despite depression and world crisis. In turning the leaves of the book the fascinating image of a typographical map of America comes to mind, studded all over with brightly colored little pinheads of individualistic brand. The Eastern Seaboarders will recognize most of their neighbors around here, but will be astonished by the amount of new private press printers in the Middle West. California is omitted, sensibly enough, in recognition of Mrs. Louise Barr's recent "Presses of Northern California and Their Books, 1900-1933," University of California, 1934. Otherwise the listing appears to be comprehensive. It is a pity, though, that among the products cited for each press no clearer distinction was made between publications of some real value and the mere paraphernalia of the amateur. Especially in the listing of its own kittens the Black Cat has shown perhaps a trifle too motherly an affection for its numerous offspring. It might have been wiser, too, not to include so definitely announcements of publications not yet issued.

Two things stand out very clearly. There is obviously a definite urge for individual expression in typography, asserting itself with fair success against the overwhelmingly mechanical aspects that obtain in normal book production.

On the other hand, there is the suspicion that a door is being opened to too much ephemeral material, and that literary mediocrity sometimes is wedded to typographical dilettantism. It will take some time to find out whether this danger is a real one or not. In the meantime Irvin Haas' "American

Presses" will help students and collectors to make up their minds.

### *Three German Typographic Yearbooks*

**GUTENBERG JAHRBUCH.** Edited by *A. Ruppel*. Mainz, The Gutenberg Society, 1935. 17 RM. (Including membership in the Gutenberg Society and several small printings issued during the year.)

The purpose of this yearbook has always been to serve as an international platform for the discussion of current and historic questions in the fields of printing and general bookmaking. This year's issue is the tenth annual volume, and there can be no doubt that this one, too, is true to the original definition of the publication. The volume includes thirty-nine articles on printing in a great many countries, among them China, Spain, Italy, England, Germany, Switzerland, Hungary, France, Austria, Latvia, Turkey, Africa, and Finland. Fourteen different nationalities are represented among the authors, of whom fifteen are German, and twenty-four from different other countries.

There are no less than seven articles, each of distinct interest, in English. Cyrus H. Peake, Lecturer in Chinese at Columbia University, contributes an article on the origin and development of printing in China in the light of recent research. Caxton and Malory's "Morte D'Arthur" is treated in an interesting article by Walter F. Oakeshott. Douglas C. McMurtrie, student and bibliographer of early printing in America, is represented by a bibliography of Nevada newspapers from 1858 to 1875. Melbert C. Cary, Jr., of the Continental Typefounders Association of New York, is the author of an article on "A Chinese Library Press." Modern developments in India and Great Britain are discussed in two articles "Printing in India," by Walter Buchler, London; and "Fine Printing in Great Britain, 1925-1934," by B. H. Newdigate, Director of the Shakespeare Head Press, Oxford.

Copious illustrations for all the articles further enhance the value of the publication for readers in this country.

T W O  
 M O R E S I Z E S O F  
 E L E C T R A



Seldom, indeed, does the critical fraternity of fine-type epicures permit itself to indulge in such generous expenditure of approving adjectives as greeted the first showing of Electra in twelve point. ▶ 14 POINT

Usually there is divided opinion on any new type face, particularly when it is as radically different as Electra. But if there is anybody who doesn't like this one, he has been careful to keep his opinion to himself. Every comment that has drifted back to us has been favorable . . . and most of them enthusiastically so. ▶ 12 POINT

W. A. Dwiggins, in designing Electra, carefully avoided historic models. He sought to create letter forms that would be as perfectly in accord with the spirit of the present day as were Jenson's or Caslon's with the spirit of their respective ages. The three sizes shown here are now completed. The sixteen point is well under way, with the display sizes to follow later. ▶ 10 POINT

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BUCHKUNST, Beiträge zur Entwicklung der Graphischen Künste und der Kunst im Buche (On the Development of the Graphic Arts and the Arts of the Book). Volume II. Leipzig, Staatliche Akademie für Graphische Künste, 1935.

After four years the State Academy of Graphic Arts has brought out this second volume of their "Buchkunst," internationally-minded volume devoted exclusively to contemporary aspects of printing and the graphic arts. The issuance of this volume was delayed, because printing and composition of the text, as well as reproduction of many illustrations in several techniques, were all done at the State Academy of Graphic Arts. But the immaculate execution and the dignity of the publication—which recalls the impression of such exhibitions as the 1914 Bugra Show and the Pressa Exhibition of Cologne—are ample compensation for the delay.

American readers will be particularly interested in Paul Johnston's article on the development of fine printing in the U. S. A., a sympathetic and fair evaluation of the leading typographic tendencies in this country. Ake Stavenow's article on modern printing in Sweden stands out for its brilliant two-color reproductions. There is also an interesting account on the modern French lithography by Jean Bruller, and articles on German printers and designers, such as Professor O. H. W. Hadank and Carl Ernst Poeschel.

Marcus Behmer's article on Charles Ricketts is a generous old-timer's tribute to a deserving old-timer—an appropriate appreciation of the great influence that the early English Press movement has had upon continental developments. Walter Kern's article on Swiss books shows interesting variations in that country from the accepted German norm and has a few outstanding reproductions of fine bindings. An article by Emmy Zweybrück-Prochaska is a résumé of the best color work done for recent German children's books. The reproductions for this article printed in colored offset are of the first quality.

There are several contributions on nineteenth century and modern book illustration—outstanding among them being the description of the colored wood engravings by Hans

Alexander Müller, written by Professor Julius Zeitler, who is the editor of the whole volume.

IMPRIMATUR, Ein Jahrbuch für Bücherfreunde (A Yearbook for Bibliophiles). Volume V. Hamburg, Gesellschaft der Bücherfreunde, 1934.

Not unlike "The Colophon," the "Imprimatur" yearbook aims to present material of interest to both literary collectors and students of typography. It is hard to measure exactly the value to each other of these two viewpoints, but what matters is that their combined presentation makes for a widening of approach and diversity of interest. Readers of this column naturally are more interested in the bookmaking end.

There is a reprint, translated into German by Armin Renker, of the late Berthold Laufer's paper on Ancient Chinese paper and printing. There is also an article on bookmaking and illustration in the fifteenth century by Richard Benz. Miss Annemarie Meiner has contributed an appreciation of William Morris.

There are, as well, some charming reproductions in color of student work at the Berlin Academy of Graphic Arts, and, most interesting of all, a critical survey of recent type faces, Gothic and Roman, issued by the various composing machine companies. Written by Josef Käufer, this last article is interesting not so much for the actual typefaces reviewed there but for the comparative method and the side by side reproduction of specimens.

#### *Booksellers' Catalogs on Bookmaking*

CHAS. J. SAWYER, Ltd., 12-13 Grafton Street, London W.I. Catalogue No. 126: THE GRAPHIC ARTS.

MARTINUS NIJHOFF, The Hague. Catalogue No. 599: CATALOGUE OF IMPORTANT BOOKS ON BIBLIOGRAPHY.

LIBRAIRIE F. DE NOBELE, 28, Rue St. Sulpice, Paris (VI<sup>e</sup>). Catalogue No. 41: BIBLIOGRAPHIE, BIBLIOPHILIE, BIBLIOMANIE.

RICHARD S. WORMSER, 22 West 48th Street, New York City. BOOKMAKING—Printing, Paper, Bookbinding.

# 3 MONOTYPE ACHIEVEMENTS ~

## *Webster's New International Dictionary*

Published by G. & C. Merriam Company, Springfield, Mass. Manufactured by H. O. Houghton & Co., The Riverside Press, Cambridge, Mass. Contains 600,000 entries; 12,000 terms with illustrations; 35,000 subjects in its Pronouncing Gazetteer, and 15,000 names in its Biographical Section. A veritable compendium of information. Cost over \$1,300,000. Contains 50,000,000 ems of composition, with hundreds of accents, special and phonetic characters.

*Set on the Monotype in 5 and 6 POINT BRUCE OLD STYLE, NO. 31, with 6 POINT BOLD ANTIQUE, NO. 376.*

## *The Columbia Encyclopedia*

Published by Columbia University Press, New York. Printed by R. R. Donnelley & Sons Co., Chicago. Imparts encyclopedic information on 52,753 articles in one compact volume of 1,950 pages. Contains more than 5,000,000 words, with over 14,000,000 ems of composition.

*Set on the Monotype in 7 POINT MODERN, NO. 8 SERIES, with CUSHING, NO. 25,  
for Bold Face. Hundreds of accents, phonetic and special characters required.*

## *Books of "The Limited Editions" Club*

A series of classics of the world's literature. Illustrated by the foremost artists, and made into volumes of beauty and artistry by internationally famous book designers. Seventy-three of these were printed during a six-year period to October 1, 1935. Of these, 44 were machine-set, 27 being composed on the Monotype Typesetting Machine.

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**CALL FOR  
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**SELECTIONS FOR  
FIFTY BOOKS OF  
THE YEAR & THE  
AMERICAN INSTI-  
TUTE OF GRAPHIC  
ARTS & FOR THE  
1936 EXHIBITION**

*First page of the four-page folder sent out by the American Institute of Graphic Arts to announce the "Fifty Books of the Year" Exhibition for 1936 which will open at the New York Public Library in February. Publishers may submit any book published in this country between December 1, 1934 and December 1, 1935 and manufactured in this country or in Canada. Entries must be made by December 13, 1935 and books should be sent to The Fifty Books Committee, Room 806, 125 E. 46th St., New York City.*

*Frederic G. Melcher, Chairman of the Committee, has announced that the jury selecting the Fifty Books this year will be composed of Lewis Mumford, Milton Glick, designer for the Viking Press, and Karl Küp, curator of the Spencer Collection at the New York Public Library*

**New Graphic Arts Magazine**

*Signature*, a new magazine devoted to the graphic arts, is about to be issued in its first number from London under the editorship of Oliver Simon, first editor of *The Fleuron*. There are to be three issues a year at 10s a year. The publication office is to be 37

Museum Street, W. C. 1. The principal articles in the first number are:

"A Sanctuary of Printing: The Record Room of the Oxford University Press" by Holbrook Jackson; "New Draughtsmen," a survey of the work and tendencies of England's younger artists, by Paul Nash, with illustrations in collotype; "The Printed and Published Wood-Engravings of Eric Ravilious," with eight full-page illustrations; "Initial Letters by Barnett Freedman," an exhibit of a new set of decorative initials designed by a young leader among British illustrators; and a section of book notices including a review by Paul Beaujon of the recent "Descriptive Bibliography of Books Printed at the Ashendene Press, 1894-1935."

**New Baskerville Bold**

WASHINGTON'S FAREWELL ADDRESS has been printed as a type specimen brochure showing the new Monotype Baskerville 353. Copies may be obtained from the Lanston Monotype Machine Company in Philadelphia. This is one of a new series of brochures which are to be distributed to the trade.

Simultaneously Lanston has announced the completion of its Baskerville Bold, which will be known as 453. This face has been designed by Sol Hess and is intended to serve as the Bold to accompany the regular Monotype Baskerville 353. As the Baskerville is a light roman face, the perfecting of a Bold has been an interesting problem which has been courageously met, and is a type face which will have many practical uses. Most of the Bold types of the past

**THOUGH HEAVIER THAN THE LIGHT**  
**Roman Types Of John Baskerville, The New Baskerville Bold possesses many of the typical characteristics and imparts the same feeling or atmosphere of refinement, precision and clarity of design. Like the light version, the Baskerville Bold is low, with long ascenders and descenders. It is semi-bold in appearance, and in this respect meets the present-day demand for a letter of medium weight, useful alike for text and display in advertisements and in advertising typography. \$1234567890**

*Sample of the new Monotype Baskerville Bold*

were Caslon, and the new Bold has a close relationship to various Caslon types now in common use.



THE HADDON CRAFTSMEN, INC.  
COMPOSITION • ELECTROTYPEING • PRINTING • BINDING  
CAMDEN, N.J. • NEW YORK, N.Y.

## What's News!

WINNERS OF THE American Institute of Graphic Arts contest for a new letterhead design have been announced as Raymond Lufkin, a New York designer; Emil Georg Sahlin, a Buffalo typographer, and Albert Sperison, a San Francisco agency man. Three New Yorkers received honorable mention: Frank D'Arconte and Andrew Rogevo, of the George Grady Press, and Meyer Wagman, formerly of the Marchbanks Press. The competition brought 223 entries from all parts of the country.

IN CELEBRATION OF 70 years of continuous printing service in Chicago, R. R. Donnelley & Sons Company last month held a retrospective exhibition of the work of the Lakeside Press, in the Donnelley building on East 22nd Street, Chicago. Among contrasting displays of printing of the '70's and '80's and today, were such interesting exhibits as the Montgomery Ward catalog of 1874, a small paper covered pamphlet of a few pages, the first of the series printed by Donnelley, and the very fat Montgomery Ward catalog of this year, also printed by Donnelley. Among the books on display were Shaw's

"Plays, Pleasant and Unpleasant," the first of his works to be published in this country; a first edition of George Barr McCutcheon's "Graustark," and several titles by George Ade.

A LIBRARIAN POINTS OUT to us that there are many disadvantages to the publication of books in large format. In most public libraries, he says, the height of the shelves accommodating non-fiction is 10 inches. Volumes over this height have to be placed with other over-sized volumes on special shelves. In an open-shelf library these oversize volumes are far less used than volumes of the ordinary height. As a consequence the library avoids purchasing them. In one instance, at least, a book would have been bought for the main library and for the branch libraries if it had been 10 inches high instead of 10½.

*better paper  
better books*

*Elmer E. Cole*

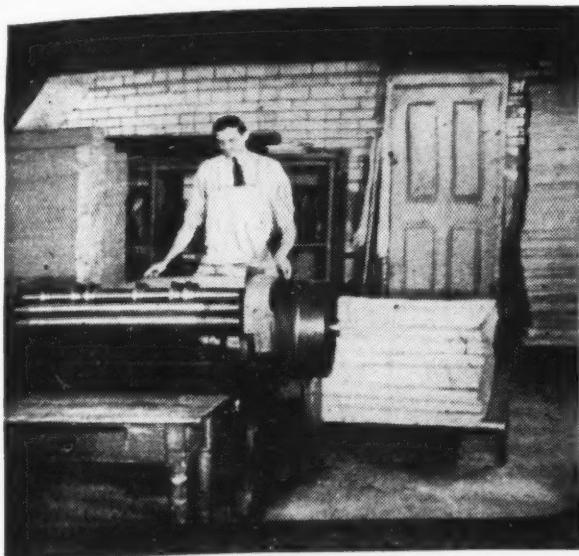
### BOOK PRINTING

Booksellers, publishers, and private persons are invited to write for estimates on any sort of edition, handsomely and economically produced by an experienced book designer.

THE BEEKMAN HILL PRESS  
111 East 26 Street      New York, N. Y.

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SINCE 1885  
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*Sales Agencies • 578 MADISON AVE. NEW YORK • 421 WEST ERIE ST. CHICAGO*



*Still from the Binders' Board Manufacturers' Association movie*

A MOTION PICTURE illustrating the past history and present processes of making binding board has been prepared by the Binding Board Manufacturers' Association of 122

*The Printing-Office  
of the  
Yale University Press  
With Personnel, Equipment and  
Organization for Good Printing  
New Haven*

East 22nd St., New York, and this will be loaned for the use of library or book-trade meetings. The past history of book-binding material is illustrated from old books in the Library of Congress and present processes have been filmed in one of the big eastern manufacturing plants.

SIDNEY A. JACOBS, production manager for Alfred A. Knopf, was married on December 7th in Brooklyn to Joan D. Freund, sister of the late Arthur Freund, founder of *Bookbinding Magazine*.

## VanReesPress

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26<sup>TH</sup> STREET      New York

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*Complete Edition Work*  
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C. B. FLEMING & CO., INC.  
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of the  
Williamsburg  
Bridge

# November Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	November, 1935			Nov. 1934	11 mos. 1935	11 mos. 1934
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics . . . . .	8	1	9	20	170	188
Religion, Theology . . . . .	54	10	64	65	523	494
Sociology, Economics . . . . .	56	7	63	50	610	581
Law . . . . .	10	1	11	8	68	50
Education . . . . .	35	3	38	4	235	163
Philology . . . . .	14	2	16	13	180	166
Science . . . . .	30	8	38	33	371	324
Technical Books . . . . .	16	7	23	16	189	158
Medicine, Hygiene . . . . .	10	3	13	24	229	285
Agriculture, Gardening . . . . .	4	—	4	2	79	56
Domestic Economy . . . . .	4	—	4	6	45	73
Business . . . . .	29	5	34	11	172	134
Fine Arts . . . . .	22	2	24	14	187	143
Music . . . . .	10	—	10	3	72	42
Games, Sports . . . . .	13	4	17	14	153	120
Literature, General . . . . .	59	19	78	29	392	281
Poetry, Drama . . . . .	54	20	74	64	543	468
Fiction . . . . .	91	66	157	163	1965	1749
Juvenile . . . . .	75	25	100	75	610	507
History . . . . .	23	3	26	43	397	417
Geography, Travel . . . . .	15	5	20	25	196	237
Biography . . . . .	66	5	71	42	507	442
Miscellaneous . . . . .	2	1	3	3	37	40
Totals . . . . .	700	197	897	727	7930	7118

For November, 1934, the totals were:

New Books . . . . . 612    New Editions . . . . . 115    Totals . . . . . 727

Increase of . . . . . 88    Increase of . . . . . 82    Increase of . . . . . 170

Totals for eleven months, 1935, show an increase of 812 from totals of eleven months, 1934.

# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

Ar: Fine Arts  
Bi: Biography  
Bu: Business

Dr: Drama  
Ec: Economics  
Fi: Fiction

Hi: History  
Ju: Juveniles  
Mu: Music

Po: Poetry  
Re: Religion  
Sc: Science

Sp: Sports  
Tr: Travel  
C.I.: Collector's Item

**Abailard, Peter**

Abailard's Ethics; tr. by J. R. McCallum. 93p. O  
'35 N. Y., Peter Smith 2.00

★

man sermons) [c. '35] Nashville, [S. S. B'd of So.  
Bapt. Convention] 1.00

**Allan, Henry**

The tragic case of John Renold [circumstantial  
evidence]. 217p. D '35 Phil., Dorrance 1.75

**Boswell, Peyton**

Wine makers manual; a guide for the home wine  
maker and the small winery. 96p. (5p. bibl.) il.,  
diags. D c. N. Y., Orange Judd 1.50

**Alleman, Herbert Christian**

Prayers for boys. 64p. T '35, c. '25 N. Y., Nel-  
son bds., .25

**Bouchard, Harry**

Surveying. 586p. il. D c. '35 Scranton, Pa., In-  
ternat'l Textbook Co. flex. cl., 3.75

Formerly published by Altemus.

**Bowman, Heath and Dickinson, Stirling** Tr  
Mexican odyssey. 292p. il., maps O c. Chic.,  
Willett, Clark & Co. 2.50

**Armes, Ethel, comp.**

Nancy Shippen, her journal book; the international  
romance of a young lady of fashion of colonial Phil-  
adelphia with letters to her and about her. 348p.  
(4p. bibl.) il. (col. front.), map O c. Phil., Lippin-  
cott 3.50

A record of the authors' experiences during their  
travels in Mexico in a battered and temperamental  
Ford. 1.00

**Beardon, Roger Hammet**

Robert Blake, sometime commanding all the fleets  
and naval forces of England. 308p. (bibl.) il., maps  
O ['35] [N. Y., Longmans] 6.00

**Boyd, Thomas**

Shadow of the long knives. 354p. D (Reprint  
ed.) '35 N. Y., Peter Smith buck., 2.50

**Beattie, Lester Middlesworth** *Series: not publ.*

John Arbuthnot: mathematician and satirist. 448p.  
il. O (Harvard studies in English, 16) '35 Cam-  
bridge, Mass., Harvard 3.50

**Brigham, Carl Campbell**

Examining fellowship applicants. 58p. diags. O  
(Social Science Research Council bull. no. 23) c.  
Princeton, N. J., Princeton 1.00

**Bedroom companion (The), or, A cold night's en-**

*Correspondence  
School  
for the School  
of the Year  
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the very  
useful  
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A report made to the Social Science Research Coun-  
cil on the method of selecting fellows for first-year  
graduate study. 1.00

**Beattie, Lester Middlesworth** *Series: not publ.*

John Arbuthnot: mathematician and satirist. 448p.  
il. O (Harvard studies in English, 16) '35 Cam-  
bridge, Mass., Harvard 3.50

**Buranelli, Prosper and others, eds.**

The cross word puzzle book; thirty-sixth ser.  
124p. D c. N. Y., Simon & Schuster 1.35

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The cross word puzzle

<b>Cahill, Holger and Barr, Alfred Hamilton, jr., eds.</b>	<b>Ar</b>	<b>Covert, William Chalmers and Laufer, Calvin Weiss, eds.</b>	<b>Re</b>
Art in America; a complete survey. 170p. (bibls.) il. (pt. col.), diagrs. F [c. '34, '35] N. Y., Reynal & Hitchcock	2.75	Handbook to the Hymnal. 574p. O '35 Phil., Presby. B'd of Christian Educ.	2.00
Sponsored by leading museums and art associations. The book surveys, in picture and text, printing, sculpture, architecture, stage design, photography and the motion picture from 1600 to the present. Part one was published last year, separately, but is newly revised for this volume. After January 1st the price will be raised to \$3.50.			
<b>Canan, Keith</b>	<b>Po</b>	<b>Cowley, Patrick</b>	<b>Re</b>
Gold in the hills; a little volume of verse. 30p. S c. Ind., Author, 115 S. Gladstone	bds., .50	Pax dei; an approach to mystical theology. 190p. (2p. bibl.) D ['35] [N. Y., Macmillan]	1.80
		Mystical essays.	
<b>Carter, Russell Gordon</b>	<b>Ju</b>	<b>Crump, Irving and Newton, John W.</b>	<b>Ju</b>
A patriot lad of old Connecticut. 223p. il. D (Patriot lad b'ks) [c. '35] Phil., Penn	1.50	Our police. 273p. il. D c. N. Y., Dodd, Mead	2.00
A tale of the American Revolution for boys from 7 to 12.		Every phase of police work is covered in this account of the inside workings of a complex and efficient American metropolitan police force. For older boys.	
<b>Chambers, Whitman</b>	<b>Fi</b>	<b>Cummings, E. E.</b>	<b>C.I.-Po</b>
Thirteen steps. 294p. D c. Garden City, N. Y., Doubleday	2.00	Tom (ballet). 37p. front. (col.) O c. '35 N. Y., Arrow Eds.	buck., 3.00
California is the scene of this dramatic story of a murder that distorted the lives of a small group of people and unjustly brought one man to the very steps of the gallows.		Fifteen hundred copies were published on October 15th. Further printings will be noted on the copyright page.	
<b>Collison, Wilson [Willis Kent, pseud.]</b>	<b>Fi</b>	<b>Curtis, Alice Turner [Mrs. Irving Curtis]</b>	<b>Ju</b>
Save a lady. 246p. D [c. '35] [N. Y., Kendall & Sharp]	2.00	A little maid of Newport. 224p. il. D (Little maid historical b'ks) [c. '35] Phil., Penn	1.50
The story of a lovely and arrogant girl of many millions, but lost illusions, who meets a lawyer, a doctor and a gunman who are living a hobo life in a deserted hut.		A story of the exciting adventures that befell two twelve-year-old girls after the British fleet sailed into Newport, Rhode Island, in 1777.	
<b>Connor, Ralph, pseud. [Charles William Gordon]</b>	<b>Fi</b>	<b>Davids, Mrs. Rhys</b>	
The rebel Loyalist. 328p. D c. N. Y., Dodd, Mead	2.00	Indian religion and revival; a study. 96p. D '35 N. Y., Peter Smith	1.40
An historical novel about the difficulties encountered by English Loyalists in America after the Revolutionary War.			
<b>Cooper, F. D.</b>	<b>Ju</b>	<b>Davidson, J. V. and others</b>	
Spree o' the Wees, and two other plays. 66p. il. c. '35 Bost., Christopher	1.25	Chinese and English modern military dictionary. 410p. D '35 N. Y., G. E. Stechert	5.00
<b>Coppard, Alfred Edgar</b>	<b>C.I.-Po</b>	<b>Dellquest, Augustus Wilfrid</b>	
Cherry ripe; bibliographical note by George Brandon Saul; il. by Valenti Angelo [lim. ed.]. 40p. D c. Windham, Conn., Hawthorn House		Burt's handbook for stamp collectors; a pocket guide of useful information. 115p. (bibl.) il. S [c. '35] N. Y., Burt	
bds., 4.00, b'x'd		le. cl., 1.00	
Containing three more poems than the English edition, issued at about the same time, and a check list of Coppard first editions. Three hundred copies of this volume were published in November.		Contains a pronouncing philatelic dictionary and check-lists of United States stamps.	
<b>American bankruptcy reports; new ser., v. 28; ed. by Fred E. Rosbrook.</b>	846p. '35 Albany, N. Y., M. Bender		
buck., 6.00			
<b>Berglund, Hilding and others, eds.</b>		<b>Dennis, Charles Henry</b>	<b>Bi</b>
The kidney in health and disease. 774p. (bibls.) il., diagrs. O c. '35 Phil., Lea & Febiger	10.00	Victor Lawson; his time and his work. 481p. front. (por.) O [c. '35] Chic., Univ. of Chic. Press	4.00
		A biography of the late Victor Lawson, owner of the Chicago <i>Daily News</i> and founder and first executive head of the Associated Press.	
<b>Bonzel, Maurice</b>		<b>de Schweinitz, Karl</b>	
Steel wire; tr. from the French by Kenneth B. Lewis. 630p. (bibl.) il. '35 [N. Y., Engineers B'k Shop]	15.00	Growing up; 2nd ed., rev. 95p. il. O '35 N. Y., Macmillan	1.75
<b>Brown, Innis, ed.</b>		<b>Chi-tsung, Tien</b>	
How to play golf. 158p. il., diagrs. S (Spalding's athletic lib., no. 4B) [c. '35] N. Y., Amer. Sports Pub. Co.	pap., .50	Combined indices to eighty-nine collections of Ming-dynasty biographies; 3 v. various p. O (Harvard-Yenching Inst. sinological index ser., no. 24) '35 Cambridge, Mass., Harvard	pap., 15.00
<b>Cantell, M. T.</b>		<b>Cromie, William James</b>	
Practical designing in reinforced concrete; pt. 3. 221p. (bibl.) il. '35 [N. Y., Engineers B'k Shop]	5.00	Pyramid building. 98p. il. S (Spalding's athletic lib., no. 52R) c. '35 N. Y., Amer. Sports Pub. Co.	pap., .25
<b>Crossen, Dr. Harry Sturgeon and Crossen, Dr. Robert James</b>		<b>Crossen, Dr. Harry Sturgeon and Crossen, Dr. Robert James</b>	
Diseases of women; 8th ed. 999p. il. Q '35 St. Louis, C. V. Mosby	10.00		
<b>Da Grossa, John</b>		<b>Da Grossa, John</b>	
A complete bibliography of football. 88p. D '35 Ann Arbor, Mich., Edwards Bros.	apply		
<b>Danhof, R. J.</b>		<b>Danhof, R. J.</b>	
The one and the many; a brief Calvinistic contribution on the American social problem. 32p. D '35 Grand Rapids, Wm. B. Eerdmans	pap., .25		

<b>Dockeray, Floyd C.</b>	Nashville, S. S. B'd of So. Bapt. Convention
General psychology; rev. ed. 605p. (bibls.) il. D (Prentice-Hall psych. ser.) c. '35 N. Y., Prentice- Hall	.60; pap., .40
3.50	
<b>Dodge, Ernest Raymond and others</b>	<b>Freund, Ludwig</b>
Quelque chose de nouveau. 183p. front. D [c. '35] N. Y., Amer. B'k	The threat to European culture. 164p. D c. N. Y., Sheed & Ward
.80	1.50
Selected readings from modern French authors.	A non-Catholic examines the political situation of Europe and comes to the conclusion that Catholicism alone can save it.
<b>Dorf, Philip</b>	<b>Glasscock, Carl Burgess</b>
Europe at the crossroads. 224p. (2p. bibl.) il., maps O [c. '35] N. Y., Oxford B'k Co.	Lucky Baldwin; the story of an unconventional success. 308p. il. O (Crescent lib.) [c. '33] N. Y., Burt
1.50	1.00
For those who would understand the European situa- tion today. Events from the end of the World War to the present outlined.	
	<b>Goethe, Johann Wolfgang von</b>
<b>Dow, George Francis</b>	The practical wisdom of Goethe; an anthology; comp. by Emil Ludwig. 253p. D '35 N. Y., Peter Smith
Everyday life in the Massachusetts Bay Colony. 305p. (bibl. footnotes) il., map, diagrs. Q c. Bost., Society for Preservation of New England Antiquities, 141 Cambridge St.	2.00
bds., 5.00	
A social history describing various phases of daily life in the Massachusetts Bay Colony during the 17th and early 18th centuries.	<b>Goldsmith, John Francis</b>
	President Randolph as I knew him [world peace]. 448p. D '35 Phil., Dorrance
<b>Downing, Todd</b>	2.00
Murder on the tropic. 283p. D (Crime club) c. Garden City, N. Y., Doubleday	
2.00	<b>Goodbar, Joseph Ernest</b>
Hugh Rennert, shrewd agent of the Customs Bureau of the U. S. Treasury Department, is sent to Mexico on a strange mission, and, within twenty-four hours of his arrival at the Hacienda Flores, murder strikes twice.	Managing the people's money; an analysis of bank- ing policies and banking control and their relation to economic stability. 589p. (9p. bibl. notes) O c. New Haven, Conn., Yale
	4.50
<b>Ellis, S. R.</b>	<b>Gouraud, Bp. Alcime</b>
Jesus the great teacher. 98p. c. '35 Bost., Chris- topher	A return to the novitiate; principles of the re- ligious life; tr. from the French by Julia T. and Gertrude L. Callahan. 303p. (bibls.) D [c. '35] N. Y., P. J. Kenedy
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	A return to fundamentals for religious.
<b>Field, Ben</b>	<b>Greenfield, E. V.</b>
The sculptured courtesan. 131p. D (Contem- porary poets, 140) c. '35 Phil., Dorrance	Brief summary of French grammar. 112p. D (Heath's modern lang. ser.) c. '35 Bost., Heath
1.50	.92
<b>Findlay, Alexander</b>	<b>Greer, Donald</b>
Practical physical chemistry; 6th ed., rev. and enl. 330p. (bibl. footnotes) il., diagrs. O [c. '35] N. Y., Longmans	The incidence of the terror during the French Revolution; a statistical interpretation. 210p. O (Harvard historical monographs, 8) '35 Cambridge, Mass., Harvard
2.50	1.50
<b>France, Anatole</b>	<b>Greig, Maysie [Mrs. Delano L. Ames, Madeline Thompson, pseud.]</b>
Pensées d'Anatole France; ed. by Wilfred A. Beardsley. 188p. (4p. bibl.) front. (por.) D [c. '35] N. Y., Amer. B'k	Love and let me go. 303p. D c. Garden City, N. Y., Doubleday
.80	2.00
A French text.	The story of Sally Saunders and of the people who unkindly tried to spoil her love for Rex Laughton.
<b>Frank, Colman Dudley</b>	<b>Hagar, H. A., and others</b>
Lisons; French reader. 432p. il., map (col.) D c. '35 Bost., Allyn & Bacon	English of business, complete. 318p. il. D c. '35 N. Y., Gregg Pub. Co.
1.25	1.00
<b>Freeman, John Dolliver, D.D.</b>	
More than money. 154p. (bibl.) D [c. '35]	
	<b>Doyle, Henry Grattan</b>
A tentative bibliography of the belles-lettres of the republics of Central America. 154p. O (Bibls. of Spanish-American lit.) '35 Cambridge, Mass., Har- vard	in word and diagram. 110p. il., diagrs. S (Spalding's athletic lib., no. 80R) c. '35 N. Y., Amer. Sports Pub. Co.
1.50	.25
<b>Edmonson, James B. and Dondineau, Arthur</b>	<b>Fulton, Albert M. and Hurd, Melba F.</b>
Pupil's workbook in civics. 125p. O '35 N. Y., Macmillan	A fundamentals of speech workbook. 182p. O '35 N. Y., Macmillan
.40	.25
<b>[Ernst, Clayton Holt, ed.]</b>	<b>Gooszay, Stella and Karr, Walter G.</b>
Deep-river Jim's wilderness trail book. 320p. il. S c. '35 Bost., Open Road Pub. Co., 729 Boylston St.	A textbook of chemistry applied to the field of nursing; 4th rev. ed. 351p. (bibl.) il. O '35 N. Y., Macmillan
.50	2.50
<b>Fitchpatrick, Harriet V. and Chilson, Florence M.</b>	<b>Goulooze, Rev. William</b>
Demonstration handbook of Olympia through the ages. 125p. il. O c. '35 N. Y., A. S. Barnes	Doctrinal stories from the Old Testament; b'k 1, for intermediates. 157p. D '35 Grand Rapids, Wm. B. Eerdmans
1.50	.40
<b>Foster, John Buckingham, comp.</b>	<b>Guillemin, E. A.</b>
How to bat; correct position, grip, poise and swing	Communication networks; v. 2, The classical theory of lines, cables, and filters. 589p. O '35 N. Y., Wiley
	7.50

<b>Hanlon, Richard</b>	I <i>i</i>	
What if this friend. 332p. D [c. '35] [N. Y., Kendall & Sharp]	2.50	
An historical novel about Vitellius, governor of Syria, and his beautiful Greek wife who vainly tried to prevent the crucifixion of Jesus Christ.		
<b>Hay, William Howard, M.D.</b>		
Weight control. 85p. front. (por.) S [c. '35] N. Y., Hay System, 30 5th Ave.		
flex. lea. cl., 1.00		
Advice on how to lose or gain weight by correct eating according to the well-known Hay system.		
<b>Hendricks, Henry George</b>		
The public utility question. 157p. diagrs. O c. [Wash., D. C., Author, 5629 Kansas Ave.]	2.00	
The author was formerly member of the staff of the Committee on Interstate and Foreign Commerce, House of Representatives, investigating the public utility situation and author of several parts of the staff's report. After January 1st the price will be advanced to \$3.		
<b>Herzberg, Max J.</b>		
Classical myths. 561p. il. (pt. col.), maps D c. '35 Bost., Allyn & Bacon	1.80	
<b>Hoffman, Ross John Swartz</b>		
The will to freedom. 139p. D c. N. Y., Sheed & Ward	1.50	
Four essays on the modern political problem and the Christian tradition, showing that a sound political order depends ultimately on the restoration of the moral health of western society.		
<b>Hort, Sir Arthur Fenton, bart.</b>		
Garden variety. 255p. front. O ['35] [N. Y., Longmans]	4.20	
Through the year in the garden. The late author was a well-known English amateur gardener.		
<b>Hughes, R. O.</b>	Hi	
Making of our United States; rev. ed. 677p. il., maps D c. '35 Bost., Allyn & Bacon	1.80	
Hi		
Making of today's world. 844p. il. (pt. col.), maps D c. '35 Bost., Allyn & Bacon	2.00	
<b>Hughes, Thomas Hywel</b>		
The new psychology and religious experience. 332p. O '35 N. Y., Peter Smith	3.50	
<b>Jackson, Birdsall</b>	Fi	
Pipe dreams and twilight tales. 242p. O [c. '35] Rockville Centre, N. Y., Paumanok Press, P. O. Box 203	2.50	
Short stories, sketches and poems of American life on farm, field and shore.		
<b>Jackson, Kenneth</b>		
Studies in early Celtic nature poetry. 216p. (2p. bibl.) O '35 [N. Y., Macmillan]	3.75	
A comparative and illustrative study of the nature poems of early medieval Irish and Welsh poetry.		
<b>Haggard, William D., M.D.</b>		
Surgery: queen of the arts, and other papers and addresses; foreword by William J. Mayo. 389p. il. '35 Phil., Saunders	5.50	
<b>Haldane, J. S. and Graham, J. Ivon</b>		
Methods of air analysis; 4th ed., rev. and enl. 176p. il. D '35 Phil., Lippincott	3.50	
<b>Hulbert, Winifred</b>		
Fun and festival from Latin America. '35 N. Y., Friendship Press	.25	
<b>Ibbetson, W. S.</b>		
Electric wiring; theory and practice for wiremen, engineers and students, including special chapters on motor and dynamo circuits; 4th ed. 253p. diagrs. '35 [N. Y., Engineers B'k Shop]	2.00	
<b>Jacobs, T. C. H.</b>		Fi
The thirteenth chime. 320p. D [c. '35] N. Y., Macaulay		2.00
John Trafford's plunge into a welter of crime, detection and adventure began when he sought shelter on an old porch and the church clock surprisingly struck thirteen at midnight.		
<b>James, Philip, ed.</b>		
A butler's recipe book, 1719; il. with wood-engravings by Reynolds Stone; introd. by Ambrose Heath. 55p. S '35 [N. Y., Macmillan] bds., 1.00		
Quaint recipes culled from the notebook of an 18th century English butler. A companion volume to Trusler's "The Art of Carving."		
<b>Jennings, Herbert Spencer</b>		Sc
Genetic variations in relation to evolution. 138p. (bibl. notes) diagrs. (Louis Clark Vanuxem Found. pub'n) c. Princeton, N. J., Princeton		2.00
A critical inquiry into the observed types of inherited variation, in relation to evolutionary change.		
<b>Kagawa, Toyohiko</b>		★ Po
Songs from the slums; tr. [from the Japanese] by Lois J. Erickson; introd. by Sherwood Eddy. 96p. il. D [c. '35] Nashville, Cokesbury Press		1.00
Poems written by a Japanese mystic when he was an unknown young Christian convert living in Shin-kawa slums, trying to teach Christian love to the human derelicts around him.		
<b>Kallen, Horace Meyer and Hook, Sidney, eds.</b>		
American philosophy today and tomorrow. 526p. (bibl. footnotes) O [c. '35] N. Y., Lee Furman		
3.75		
A symposium of the "views of twenty-five representative American thinkers on the problems with which the times confront the American as philosopher, and the solutions which Americans must find for tomorrow." Will Durant, Irwin Edman, Kurt Koffka, Harry Allen Overstreet, and Felix S. Cohen are among the authors included.		
<b>Keen, F. N.</b>		
A better League of Nations. 160p. D '35 N. Y., Peter Smith		2.00
<b>Kendall, James</b>		Sc
A laboratory outline of Smith's College chemistry; 3rd rev. ed. 205p. diagrs. O [c. '16-'35] N. Y., Appleton-Century		1.50
<b>Keyes, Frances Parkinson Wheeler [Mrs. Henry Wilder Keyes]</b>		Po
The happy wanderer. 96p. il. D [c. '35] [N. Y., Messner]		bds., 2.00
Travel poems.		
<b>Kirmse, Marguerite</b>		C.I.-Sp
Dogs in the field; il. by the author; foreword by John Taintor Foote [lim., numbered ed.]. 64p. O ['35] N. Y., Derrydale Press		bds., 25.00, b'x'd
Six hundred and eighty-five copies were published on October 21st. The frontispiece is an original signed etching.		
<b>Jelliffe, Smith Ely and White, William A.</b>		
Diseases of the nervous system; a text-book of neurology and psychiatry; 6th ed., rev. 1175p. (bibl. footnotes) il., diagrs. O '35 Phil., Lea & Febiger		9.50
<b>Katz, Olive Pangburn</b>		
Home-spun [Mother Goose characters in terms of Christian philosophy]. 63p. S '35 Grand Rapids, Wm. B. Eerdmans		pap., .40
<b>Ketter, Peter</b>		
Magdalene question; tr. by Hugo C. Koehler [religion]. 102p. (bibl.) D '35 Milwaukee, Bruce		pap., .75

<b>Knight, Frederic Butterfield and others</b>		
Study arithmetics; grades 4 and 5. 352p., ea. il. (pt. col.), diagrs. (pt. col.) D (Standard service ser.) [c. '35] Chic., Scott, Foresman	.76, ea.	
<b>Koischwitz, Otto</b>		
Introduction to scientific German. 166p. (bibls.) il., diagrs. O c. N. Y., Crofts	1.40	
<b>Langer, William L.</b>		
The diplomacy of imperialism; 2 v. 840p. maps O c. '35 N. Y., Knopf	7.50	
<b>Lasker, Emanuel</b>		
Lasker's chess primer. 110p. front. (por.), diagrs. D [c. '35] Phil., McKay	1.00	
An elementary text book for beginners, which teaches chess by a new, easy and comprehensive method.		
<b>Lewis, Peter</b>		
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<b>Lewis, Samuel Richard</b>		
Lewis' New air conditioning for comfort; 2nd ed. 284p. diagrs. O c. Chic., Keeney Pub. Co., 6 N. Michigan Ave.	2.50	
<b>Lorwin, Lewis Levitzki and Wubnig, Arthur</b>		
Labor relations boards; the regulation of collective bargaining under the National Industrial Recovery Act. 491p. D (Inst. of Economics pub'n no. 67) '35 Wash., D. C., Brookings Inst.	3.00	
<b>Macaulay, Thomas B.: Arnold, Matthew</b>		
Milton: Address on Milton. 163p. il. S '35 N. Y., Macmillan	lea. cl., .48	
<b>McCullough, Esther Morgan</b>	<b>Fi</b>	
—and forever. 789p. il. O c. N. Y., Gotham House	2.50	
The story of a New England girl of high social standing who faced a modern world of change with courageous rebellion against old standards.		
<b>McIntyre, Anna Theresa</b>	<b>Ju</b>	
Blue bells and silver chimes; childhood verse and happy rhymes for boy sand girls. 61p. il. O [c. '35] [Phil., Author, 2210 N. 18th St.]	bds., 1.50	
<b>Mackie, Edith and Dick, Sheldon</b>	<b>Tr</b>	
Mexican journey; an intimate guide to Mexico. 235p. (bibl.) il., maps D [c. '35] N. Y., Dodge Pub. Co.	2.25	
A concise, practical guide for the modern tourist.		
<b>Manross, Rev. William Wilson</b>	<b>Re</b>	
A history of the American Episcopal Church. 420p. (14p. bibl.) il., maps D c. Milwaukee, More- house	2.75	
A detailed history of the American Episcopal Church from early colonial times through the General Con- vention of 1934.		
<b>Lockyer, Herbert</b>		
The mystery of godliness, or The virgin birth, or Was Christ virgin born? 68p. D '35 Grand Rapids, Wm. B. Eerdmans	pap., .40	
<b>Loewenberg, Samuel Aaron</b>		
Diagnostic methods and interpretations in internal medicine; 3rd rev. ed. 1032p. (bibl.) il. (pt. col.), diagrs. O '35 Phil., F. A. Davis	7.50	
<b>McCoy, James David</b>		
Applied orthodontics; an introductory text for stu- dents and practitioners of dentistry; 4th ed., rev. 336p. il., diagrs. O '35 Phil., Lea & Febiger	4.50	
<b>Manzoni, Peter</b>		
Metalcraft for amateurs. 144p. il., diagrs. D (Bea- con handicraft ser.) c. Bost., Beacon Press	1.00	
An elementary, self-direction manual on the tech- nique of metalcraft.		
<b>Marquis, Don</b>	<b>Po</b>	
Archy does his part; il. by George Herriman. 280p. D '35, c. '16-'35 Garden City, N. Y., Dou- bleday	2.00	
More humorous verse about Archy the cockroach who is now concerned with the present state of the coun- try, Washington investigations, the love life of Mehita- bel the cat, and with Pete the pup.		
<b>Marshall, James, pseud. [Claude Rister]</b>	<b>Fi</b>	
Gun trouble. 255p. D [c. '35] N. Y., Clode	2.00	
A western story of two scoundrels who try to cheat Snap Lang out of the Boxed L ranch.		
<b>Martin, Walter S.</b>	<b>Fi</b>	
Today's tomorrow. 251p. c. '35 Bost., Christo- pher	2.50	
<b>Mason, Van Wyck</b>	<b>Fi</b>	
The Washington legation murders; Captain North's ninth case. 316p. diagr. D (Crime club) c. Garden City, N. Y., Doubleday	2.00	
An exciting story of espionage, international intrigue and murder in Washington. Crime Club selection for December.		
<b>Maupassant, Guy de</b>	★ <b>Fi</b>	
Stories from Guy de Maupassant; tr. from the French by Elizabeth Martindale. 221p. D (Trav- ellers lib.) '35 N. Y., Peter Smith	1.00	
<b>Maurois, André</b>	★	
Prophets and poets; tr. [from the French] by Hamish Miles. 363p. il. (por.) O c. N. Y., Har- per	3.00	
A critical study of the personalities, achievements and philosophies of nine English writers—Kipling, Wells, Shaw, Chesterton, Conrad, Strachey, D. H. Lawrence, Aldous Huxley and Katherine Mansfield— who, since the opening of the century, have played an important part in the spiritual moulding of several generations.		
<b>Meet the detective.</b>	158p. D [c. '35] N. Y., <b>Fi</b>	
Telegraph Press	1.50	
Character sketches of fifteen famous detectives of fiction by their creators—among them Bull-Dog Drum- mond, the Saint, Inspector French, Dr. Thorndyke, Mr. Fortune and the Scarlet Pimpernel.		
<b>Metcalf, George</b>	<b>Fi</b>	
Open range. 255p. D [c. '35] N. Y., Clode	2.00	
A story of the old West in the days of war be- tween cattlemen and sheepmen.		
<b>Milne-Bailey, W.</b>		
Trade unions and the state. 395p. (5p. bibl.) O '35 N. Y., Peter Smith	4.00	
<b>McGovney, Dudley O.</b>		
Cases on constitutional law; 2nd ed. 1779p. Q '35 Ind., Bobbs-Merrill	lea. cl., 9.00	
<b>Maloy, Bernard S.</b>		
Nervous and mental diseases; a simplified and com- prehensive presentation of nervous diseases and in- sanity. 551p. il. Q '35 Ind., Bobbs-Merrill	lea. cl., 7.50	
<b>Martini, Paul</b>		
Martini's Principles and practice of physical diag- nosis; tr. by George J. Farber, M.D.; ed. by Robert F. Loeb. 213p. il., diagrs. D [c. '35] Phil., Lippin- cott	2.00	

<b>Milton, John</b>				
Minor poems; ed. by Allen and Moffett.	193p.			
il. S '35 N. Y., Macmillan		lea. cl., .48		
<b>Mitchell, Mary</b>	Fi			
Pendulum swing.	330p. D [c. '35]	[N. Y., Ken-		
dall & Sharp]		dall & Sharp]	2.50	
A psychological novel about a girl who was plain,				
oversensitive and jealous of her beautiful cousin.				
<b>Monsma, John Clover</b>	Fi			
The shepherd king; a romance of Abraham and				
the ancient Near East.	268p. D c.	Grand Rapids,		
Zondervan Pub. House			2.00; pap., 1.00	
<b>Morgan, James</b>	Bi			
Our presidents; brief biographies of our chief				
magistrates; new rev. ed.	418p. il. D '35, c. '24-'35			
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 Siringo, Chas. His earlier works.  
 Green. Mier Expedition.  
 Gregg. Commerce of the Prairies.  
 Foote. Texas and Texans. 2 vols. 1841.  
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 Adams, Andy. Any 1sts.  
 Leigh. Western Pony. 1st.  
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 Martin. Sam Bass.  
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Chicago. 1864.  
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**Housatonic Bookshop, Salisbury, Conn.**  
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 Charteris. Saint vs. Scotland Yard; The Avenging Saint.  
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 Firkins, O. W. Emerson.  
 La Branche, Geo. Salmon and Dry Fly.  
 Low, Bertha. French Home Cooking.  
 More, P. E. Demon of Absolute.

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**J. L. Hudson Co., Book Dept., Detroit, Mich.**  
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 Quote delivered prices only.  
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 Stephens. Incidents of Travel in Yucatan. 2 vols. Harper. 1848. New York.

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 Robinson. In the Greenwood; Vermont, A Study of Independence.

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 Stenholz. Sitting Bull. Minneapolis. 1891. In German.  
 Warfield. Founders of Ann Arundel Co., Md.

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Columbus, Ohio

The Publishers' Weekly  
Founded 1872

Gentlemen:

On this my eighty-fifth birthday, it may interest you to know that on the issue date of Publishers' Weekly Number One, Volume I, in the year 1872, I was a clerk in the Book Store of Randall and Ashton, Columbus, Ohio.

I am very sure that it was not long after that memorable day when the first subscription was sent by the firm and "P. W." the first "initialed" institution in the world! Only four years after its primary issue, "Smythe's Book Store" opened its doors, December, 1876. Forty-three years as a Bookseller in Columbus followed by sixteen in Berkeley equals fifty-nine active years of bookselling, and the oldest bookseller in his old "book cellar" is not through yet — or soon — perhaps.

The two things I am most grateful for are: first, that I became a bookseller in 1876. And second, that my hand was grasped by the hand of Abraham Lincoln on February 13, 1861, in the State House, Columbus.

What a miracle has come in the format of the Publishers' Weekly -- and its contents also! Every issue is worth its weight in gold to every Bookseller and Librarian in the world. May it live forever!

Sincerely yours,

*A.H. Smythe*

Arthur Harris Smythe

We've a little fellowship of our own awaiting the veterans. Let's hear from you.

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